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BROADCASTING

Broadcast Advertising

Vol. 15 • No. 3

WASHINGTON, D. C.
AUGUST 1, 1938

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

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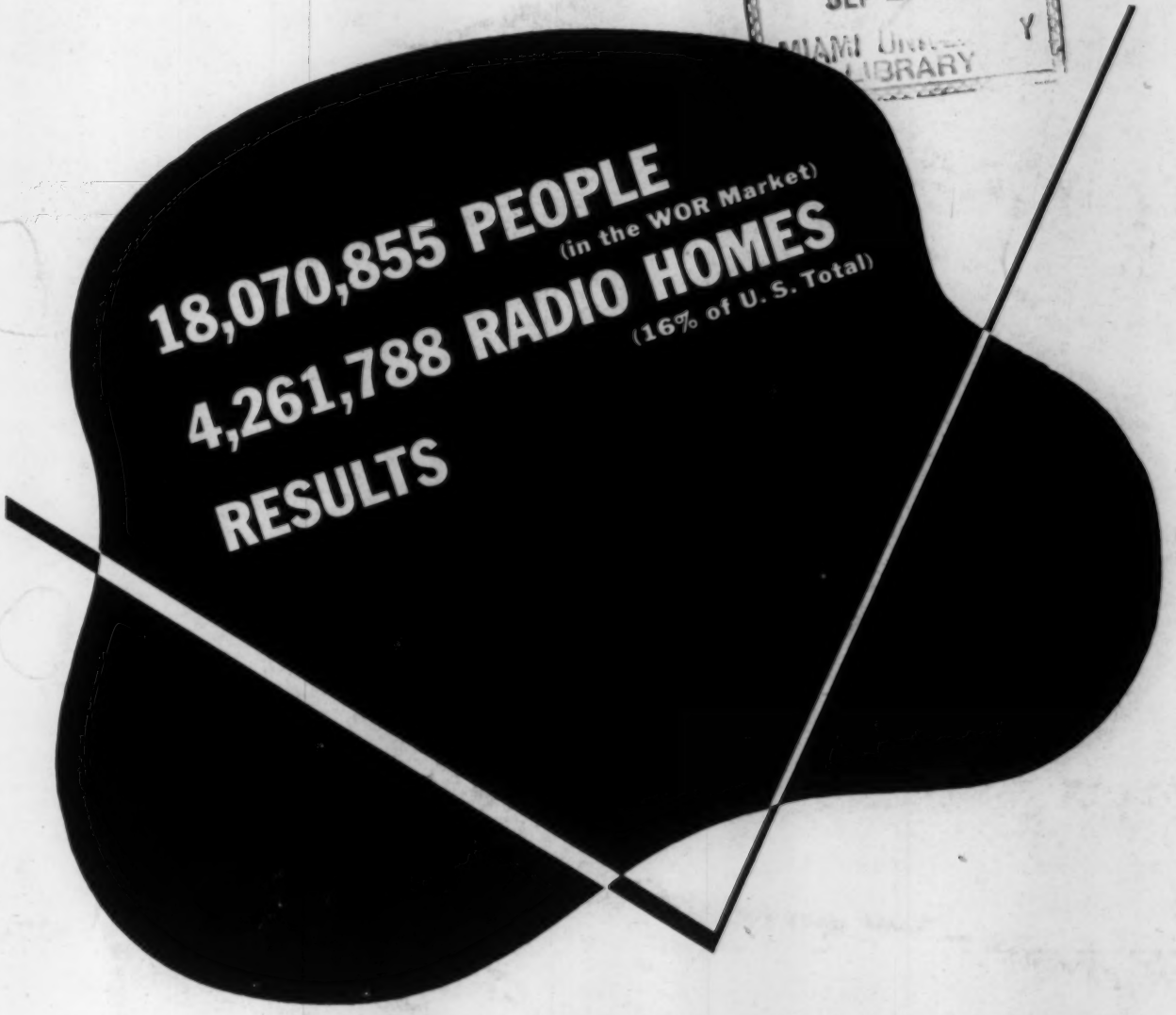
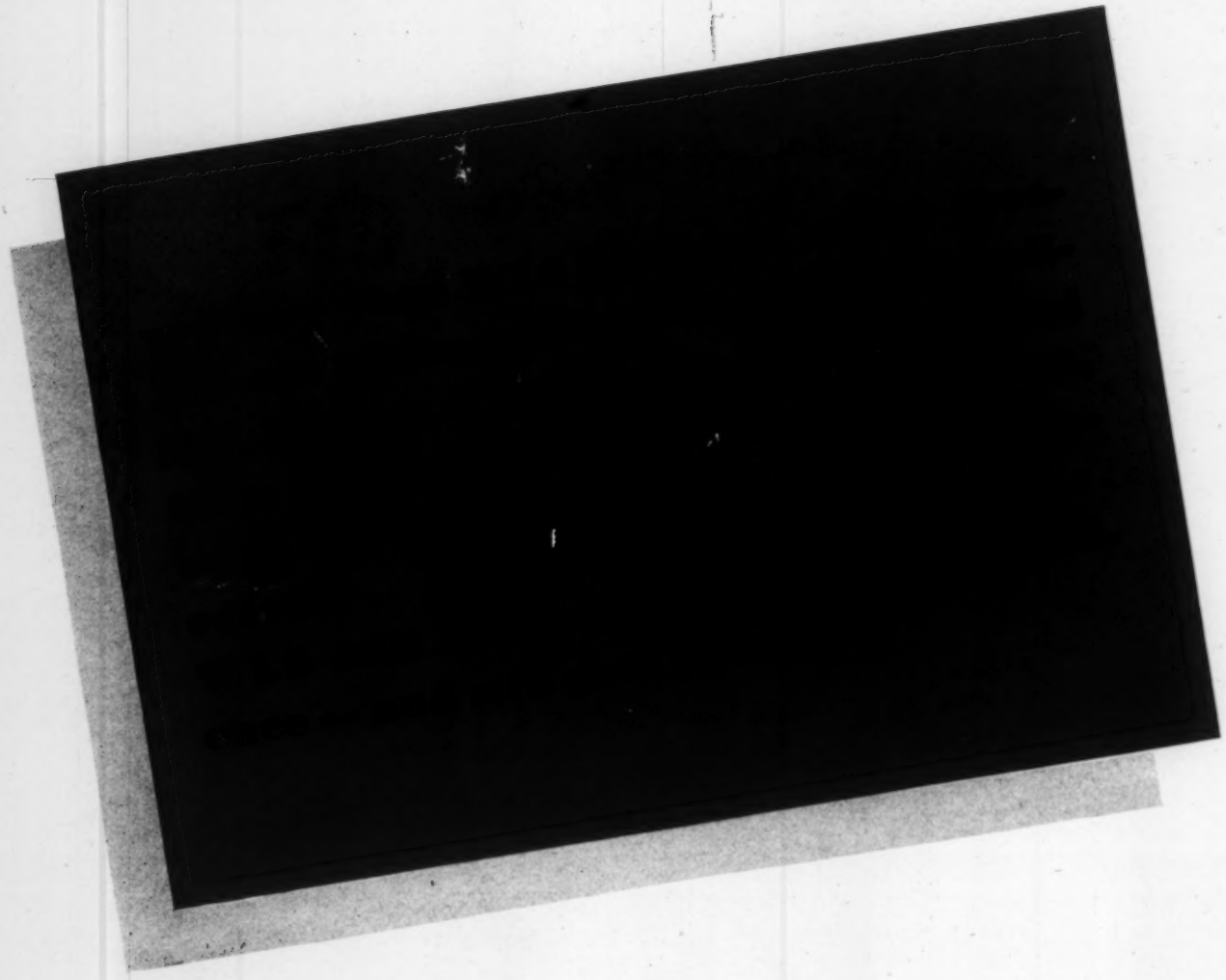


THREE GOOD REASONS WHY 73% OF WOR'S SPONSORS ARE THE LEADING NATIONAL ADVERTISERS . . . . . .

XUM

Another Year--
Another Million!



WLS

National Representatives:

INTERNATIONAL RADIO SALES

Chicago, New York, Detroit,
Los Angeles, San Francisco

THE PRAIRIE FARMER STATION, *Chicago*

Burridge D. Butler, *President* Glenn Snyder, *Manager*

THE YANKEE NETWORK

KEEPER OF THE KEYS TO THE NEW ENGLAND MARKET

WNAC	Boston
WTIC	Hartford
WEAN	Providence
WTAG	Worcester
WICC	Bridgeport New Haven
WNLC	New London
WCSH	Portland
WLBZ	Bangor
WFEA	Manchester
WSAR	Fall River
WNBH	New Bedford
WHAI	Greenfield
WLLH	Lowell Lawrence
WLNH	Laconia
WRDO	Augusta
WCOU	Lewiston Auburn

THE market map of New England shows several divisional areas. Each must be reached directly for the most effective and profitable coverage of the whole area.

The Yankee Network offers you the strongest combination of stations for making a forceful, sales-producing drive in spots where mass buying is heaviest.

Sixteen popular local stations are now included in The Yankee Network group — each station situated in an urban shopping center and dominating the adjacent region. Together these stations deliver your selling message to the people of every trading area from the southern boundary of Connecticut to the northern counties of Maine.

The Yankee Network gives you all the keys to the New England market.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM

39,000 Box Tops—*and a Stack of Dimes 143 Feet High*—in 6 Weeks!

The Lakeside Biscuit Co.

CRACKERS, CAKES & BISCUITS

Toledo, Ohio

June 30, 1938

Mr. Harry Bannister
c/o Radio Station WWJ
Detroit, Mich.

Dear Harry:

Now that our Baseball Book Offer is practically concluded I wish to express our appreciation of the fine manner in which your organization has handled every detail, and particularly we want to congratulate Ty Tyson on the excellent results which he has obtained.

The number of requests for the Major League Baseball Book of Facts and Figures exceeded our expectations, over 39,000 of these books having been sent out so far, and they are still coming in. This test has been very interesting because of the wide coverage area indicated by these returns, and because of the very fine comments on our program and product which have been included in so many of these letters.

It is another indication of the large audience our program has, and the effective selling which Ty is doing.

Yours very truly,

THE LAKESIDE BISCUIT COMPANY

ASW:DK

Sales Manager

IMAGINE a stack of dimes 143 feet high; enough box tops to paper 3,200 feet of wall space; a pile of letters sufficient to fill a fair-sized room! Do this and you have a picture of the immediate, *VISIBLE* returns from the "Man in the Street" program, sponsored Monday through Friday each week by the Lakeside Biscuit Company over WWJ.

This program is a quarter-hour questions-and-answers broadcast conducted by E. L. "Ty" Tyson, WWJ's own nationally known base ball, foot ball and sports announcer. It features Butter-Maid cookies, a Lakeside product. The offer was a Major League Base Ball Book of Facts and Figures for a box top and ten cents. The Returns: *39,000 box tops and dimes in six weeks!*

Such sensational results by the Lakeside Biscuit Company and equally splendid returns from other recent programs prove once again the responsiveness of WWJ's great Detroit audience. Such returns also prove that there is good business in Detroit *NOW* and that WWJ can help you get it. Be sure to make WWJ a "must" on coming fall and winter schedules in this responsive market.

WWJ

National Representatives

George P. Hollingbery Company

New York : Chicago : Detroit : Kansas City

San Francisco : Atlanta

Night Falls

—at 4:30 p. m.

IN WASHINGTON, D. C.

DURING the week of July 11th, through an impartial telephone survey, a cross-section of Washington druggists were asked what station they would prefer for late afternoon advertising.

Twice as many mentioned "WJSV" as any other Washington station.

Late afternoon is the key to economical radio advertising in Washington. Government offices close at 4:30 in the afternoon. Over 100,000 workers stream homeward—to relax before dinner—*to listen to the radio.*

Government employees—the cream of the Washington market—are good customers for good merchandise. Salaries are high, tenure of office long. With good wages and great security, they can AND DO spend liberally for the good things of life—for the products you advertise.

When one station so dominates its market as does WJSV in Washington... when unusual working conditions provide nighttime audiences during the inexpensive daytime hours... gentlemen, there's a buy!

10,000 WATTS **WJSV** A CBS STATION

Washington's Best Salesman

Owned and operated by the Columbia Broadcasting System. Represented by RADIO SALES: New York, Chicago, Detroit, Milwaukee, Birmingham, Los Angeles, San Francisco.

NUMBER PLEASE . . .

. . . That's what we ask Alberta Burke and Associates, an independent research organization, to determine . . . the number of radio homes listening to each of the three local network stations in Cincinnati.

In response to this request Alberta Burke and Associates' staff of trained research workers conducted a 13,742 complete round-the-clock coincidental survey for seven days, June 24th through June 30th. As a result it was found that for the total time surveyed listeners were divided as follows:

WSAI—57.1%

STATION A—31.2%

STATION B—11.5%

While this survey was necessarily confined to Cincinnati, there is no reason to believe that this same relative listener intensity is not equally true throughout our entire primary area.

A complete breakdown is now being prepared and is available upon request.

WSAI CINCINNATI

• *National Spot Representative* TRANSAMERICAN

NEW YORK CHICAGO HOLLYWOOD

The *Value* of an Educational Program depends on its *Audience*

NBC's hundreds of hours of educational features are prepared to hold the interest of listeners . . .

FROM its start NBC has recognized as an essential and welcome part of its duty the providing of educational features for the radio audience. But NBC also holds that educational programs must be built to win and hold listeners.

The best intentioned, the most painstakingly arranged program is worthless if not built to hold listeners. Those who create such a program may be tremendously sincere and have a real message, but neither the sincerity nor the message is of any value if there is no audience.

To carry out, in actual practice, the preparation of adequate educational programs has proved to be a difficult art. The problem is not so much of time or staff facilities, as of planning ways to present cultural features in a manner which will attract listeners to tune in these programs. It is difficult, and it is expensive to prepare and broadcast educational programs that will accomplish their purpose. The obstacles in the way do not prevent, however, NBC from doing in the educational field the job it has always believed should be done.

At present, one-fifth, or slightly more, of NBC's air time is devoted to educational programs. 30% is sold to commercial sponsors. And the remaining time is consumed by NBC-produced programs covering many phases of public service and entertainment.

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System

A SERVICE OF THE RADIO CORPORATION OF AMERICA

Congratulations to

WAPI

Birmingham

THE VOICE OF ALABAMA

on its 17th year of serving the south

NEW EQUIPMENT
NEW FACILITIES
NEW SERV'CES

WAPI—the voice of Alabama—is one of the oldest, as well as one of the best radio stations in America. It's typical of this dynamic station in this dynamic Southern market that its sixteenth birthday should be celebrated with an announcement of *new* equipment, *new* facilities, *new* services . . . of a seventeenth year of *greater* service than ever!

WAPI now enjoys the only high fidelity equipment in Birmingham—new modern transmitters—new Columbia Network shows day and night. And more power—day and night—than any station in all Alabama. WAPI is the *only* station that covers *all* the state day and night. And it's the only Birmingham station that serves the farmer as well as the worker . . . with farm shows that rural audiences *want to hear.*

Birmingham is one of the nation's major markets. 375,000 busily employed *customers for you, in Birmingham alone,* with wages NOW higher than in many Northern cities. And Birmingham's giant mills are operating at closer to capacity than anywhere else in the nation.

Birmingham has the will to buy—the ability to buy NOW. And WAPI, Birmingham's favorite station, provides the key to this vast market . . . to the mightiest concentration of industry and population in all the South.

RADIO SALES

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

NEW YORK • CHICAGO • DETROIT • MILWAUKEE • BIRMINGHAM • LOS ANGELES • SAN FRANCISCO

KGNC
KFYO
KRGV
UP GOES KRGV!
To Join Banners With KGNC and KFYO
To Cover Texas' Two Isolated Markets
KRGV, the NBC station of the Lower Valley Grande, is now under the same management as KGNC, Amarillo, and KFYO, Lubbock. You know what this means:
• The same type of loyal audience!
• The same type of effective merchandising service!
• The same type of dominating coverage for the isolated tip end of Texas as KGNC and KFYO guarantee for the isolated Panhandle market.
Watch KRGV's smoke. She's going places, too!
"The Gospel Truth" . . . KRGV, 1,000 watts, is the only Network Station in the "Lower Valley Grande" —NBC, Red and Blue.
For An Attractive
COMBINATION RATE
On these three high-flying stations, contact their national representative
HOWARD H. WILSON CO.
NEW YORK
CHICAGO
KANSAS CITY
KGNC
AMARILLO
KFYO
LUBBOCK
KRGV
LOWER VALLEY GRANDE
"TEXAS' 4TH CITY

BASEBALL SCHOOL BIG HIT IN CLEVELAND

IT was July 16th. Baseball schedules showed the Indians on the road. Yet, toward Cleveland's Stadium moved hundreds of boys . . . eager, anxious, chattering baseball.

Curious grown-ups who followed saw the unfolding of one of the most promising promotion and advertising ideas ever developed in Cleveland—a free baseball school for youngsters, with heroes they had worshipped from afar, acting as instructors.

It was when executives of Goodrich Tires and Cleveland's WGAR put heads together that the idea started rolling. Tris Speaker (who brought Cleveland its 1920 World's Championship) and Franklin Lewis (WGAR sportscaster) air a daily baseball review for the rubber company. Juniors, as well as their elders, were regular listeners. So why not a closer tie-up by making a closer friend of Junior? The baseball school was a natural follow-up.

And so the Goodrich Baseball School was launched. Lads from seven to seventeen swarmed to register, proudly donned membership buttons which made them advertising emissaries of Goodrich, brought along fathers who since have expressed gratitude in purchases from the sponsor.

But the staff of Cleveland's Friendly Station does not seem ready to relax. Not according to recent huddles which bespeak still more ideas for sports-minded radio advertisers.

His Honor, Mayor Burton, officially opens the Goodrich Baseball School.

"Gray Eagle" Tris Speaker gives hints on pitching to a youthful hurler.

Not mob scene this, but only part of huge crowd of youngsters and adults who, hearing announcements on WGAR, turned out for the opening session of the Goodrich-sponsored baseball school in Cleveland's Stadium.

Above—Tiny Tim learns to catch. Below—Fond parents came along too.

Meet the faculty of Cleveland's sensational radio-born baseball school (left) Franklin Lewis, WGAR sports editor, (center) Tris Speaker, greatest centerfielder of all time, (right) Elmer Smith, famed as baseball's first home-run-with-bases-loaded hitter in World Series. Stars of 1938 are scheduled for later personal appearances.

BROADCASTING
and
Broadcast Advertising

Vol. 15. No. 3 WASHINGTON, D. C., AUGUST 1, 1938 $3.00 A YEAR—15c A COPY

Record Autumn Is Foreseen by Networks

Midsummer Finds SRO Sign for Choice Evening Periods; Business Upturns Aids Fall Advertising Schedules

IF THE PRESENT rush of advertisers seeking time on the nationwide networks this fall and winter continues, 1938 is going to break all previous records for network time sales. Although it is now only midsummer, already NBC and CBS are hanging out the SRO sign for the more preferable evening hours.

Of the choicest periods, between 8 and 10:30 p. m., NBC-Red has only 2½ hours unspoken for out of the entire week, and since the Saturday evening time between 9:30 and 10:30 will probably be retained for the second Toscanini series; advertisers wishing to use the Red during these hours have little choice left.

NBC-Blue Looking Up

The Blue network naturally presents a wider choice, but already contracts have been signed for more than eight hours a week more of commercial programs than are on at present and new contracts are coming in every day. In answer to a query from BROADCASTING, Roy C. Witmer, NBC's vice-president in charge of sales, said: "Each year when asked for a statement regarding our fall prospects I have avoided making over-optimistic guesses. As a result, our business has continually turned out to be better than our prophecies. Based on orders in hand and contracts now being negotiated, I am glad to say that the fall of 1938 should be at least as good as 1937, which was the biggest year in our history."

At Columbia the picture is much the same. Of the 8-10:30 hours throughout the week only 4½ are still unsold, and these are periods opposing such persistent audience-monopolizers as Fred Allen, Bing Crosby, Jack Benny, Charlie McCarthy and Kay Kyser. W. C. Gittinger, CBS sales manager, told BROADCASTING that "the present pace at which new and renewal contracts are being closed indicates high probability for a sellout on Columbia for fall and winter business. This prospect," he added, "is particularly encouraging in that it probably reflects a general strengthening of business conditions throughout the country." Already the CBS fall schedule calls for more than 10 hours more sponsored time than the network currently carries.

"On Sept. 15, 1938, the Mutual Broadcasting System observes its fourth anniversary as America's third national network," declared Fred Weber, general manager. "It is particularly noteworthy to report that as we enter our fifth year of service to the advertiser and the listener, business signs for the fall point to an increasing upward trend.

"For the first six months of 1938 our billings showed a cumulative increase of over 15%. Advance orders for time reservations lead us to believe that we will hold this improvement over the past year and even better it. Several new cooperatively sponsored programs, a new idea in network coast-to-coast broadcasting conceived by Mutual, are included in plans for the 1938-39 season."

With present advertisers renewing, many new ones signed and others inquiring into the possibilities of broadcasting, Pacific Coast network executives look to the autumn season with optimism. While some national and regional advertisers curtailed their Pacific Coast activities during the summer, practically all will be back in full swing in fall, executives of CBS, NBC and Don Lee networks report.

They pointed out that what curtailment actually occurred has been considerably offset by the entrance of new advertisers into the network picture. There have been more inquiries than ever before and the present difficulty, they pointed out, is not to find new sponsors so much as to find enough hours. Time already sold and reserved on the three networks precludes any possible slump during the coming season's high spots, the executives assert. The task confronting them at the present time, it was said, is to sell additional daytime hours to improve further the season's receipts and also the business of continuing to contract late evening time, such as 10:30 p. m. and after.

Good Prospects on Coast

Advertisers are more alive today than ever before to the dollar-for-dollar value of broadcast advertising and it is the general opinion of West Coast network executives that business during the next year will surpass that of last year, with a gradual pick-up as the nation recovers from the recession. Advertisers, confident in the general business improvement to come, are arranging their budgets accordingly, hoping to "cash-in" on the results. Several West Coast network advertisers will devote their entire budgets to radio this year, it was said.

Entering the summer as the nation's largest regional network, Don Lee Broadcasting System, Los Angeles has made additions to its Pacific Coast facilities which will attract an increase in fall business of more than 25% over that of last year, according to Thayer Ridgway, general sales manager. He stated that the Don Lee network, with 29 stations in California, Washington and Oregon, looks forward to excellent fall and winter business. He announced an increase of rates for the network would go into effect on Sept. 1.

Donald W. Thornburgh, CBS Pacific Coast vice-president, who recently returned to Hollywood from a three-week trip to New York and Chicago stated that radio looks for a greatly improved and enlarged season this fall.

"From all indications Hollywood will play an increased part as

(*Continued on page 32*)

New and Continuing Network Accounts Slated for Fall . . .

[All times EDST to Sept. 24 and EST beginning Sept. 25, unless otherwise indicated]

CBS

New Business

INTERNATIONAL SILVER Co., Meriden, Conn. (1847 Roger Bros.), on Oct. 2 starts *Silver Theatre* on 46 stations, Sun., 6-6:30 p. m. Agency: Young & Rubicam, N. Y.

GENERAL FOODS Corp., New York (Postum), on Sept. 5 starts *Lum & Abner* on 46 stations, Mon., Wed., Fri., 6:45-7 p. m. (reb., 11:15-11:30 p. m.) Beginning Sept. 26, broadcast will be moved to 7:15-7:30 p. m. Agency Young & Rubicam, N. Y.

R. J. REYNOLDS Co., Winston-Salem (Camel cigarettes and Prince Albert tobacco) on Oct. 3 starts *Eddie Cantor* on 84 stations, Mon., 7:30-8 p. m. (reb. 10:30-11 p. m.). Agency: Wm. Esty & Co., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (dental cream), on Oct. 12 starts a new program not yet decided on 60 stations, Wed., 7:30-8 p. m. Agency: Benton & Bowles, N. Y.

CONTINENTAL BAKING Co., New York (Wonder bread, Hostess cake), on Oct. 14 starts *Jack Haley* on 42 stations, Fri., 7:30-8 p. m. Agency: Benton & Bowles, N. Y.

GENERAL FOODS Corp., New York, will star *Joe Penner* in a series on Thurs., 7:30-8 p. m. this fall, but product, starting date and station line-up are as yet unsettled. Agency: Benton & Bowles, N. Y.

LEVER BROS. Co., Cambridge (Rinso), on Sept. 20 starts *Big Town* on 85 stations, Tues., 8-8:30 p. m. Agency: Ruthrauff & Ryan, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (shaving creams), on Aug. 17 starts *Gang Busters* on 46 stations, Wed., 8-8:30 p. m. Agency: Benton & Bowles, N. Y.

GENERAL FOODS Corp., New York (Swans Down cake flour and Calumet baking powder), on Sept. 29 starts *Kate Smith Hour* on 77 stations, Thurs., 8-9 p. m. (reb., 11:30 p. m.-12:30 a. m.). Agency: Young & Rubicam, N. Y.

CAMPANA SALES Co., Batavia, Ill. (Italian Balm, Dreskin, Cholies and D.D.D.), on Sept. 2 starts *First Nighter* on 50 stations, Fri., 8-8:30 p. m. Agency: Aubrey, Moore & Wallace, Chicago.

LEVER BROS. Co., Cambridge (Lifebuoy soap), on Sept. 20 starts *Al Jolson Show* on 85 stations, Tues., 8:30-9 p. m. (reb., 11:30-midnight). Agency: Ruthrauff & Ryan, N. Y.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), on Sept. 30 start *Burns & Allen* on 97 stations, Fri., 8:30-9 p. m. (rep., 11:30-midnight). Agency: Newell-Emmett Co., N. Y.

FORD MOTOR Co., Dearborn, on Sept. 11 starts *Sunday Evening Hour* on 86 stations, Sun., 9-10 p. m. Agency: N. W. Ayer & Son, Philadelphia.

LEVER BROS. Co., Cambridge (Lux soap), on Sept. 12 starts *Lux Radio Theatre* on 84 stations, Mon., 9-10 p. m. Agency: J. Walter Thompson Co., N. Y.

GENERAL FOODS Corp., New York (Sanka coffee), on Sept. 27 starts *We, the People* on 51 stations, Tues., 9-9:30 p. m. Agency: Young & Rubicam, N. Y.

CAMPBELL SOUP Co., Camden (soup), on Sept. 9 starts *Hollywood Hotel* on 70 stations, Fri., 9-10 p. m. Agency: Ward Wheelock Co., Philadelphia.

CHESEBROUGH MFG. Co., New York (vaseline), on Oct. 18 starts *Dr. Christian* on 56 stations, Tues., 10-10:30 p. m. Agency: McCann-Erickson, N. Y.

Continuing

McKESSON & ROBBINS, Bridgeport, Conn. (Calox Toothpowder, Solidified Albolene), continues *Joyce Jordan—Girl Interne* on 10 stations, Mon. thru Fri., 9:30-9:45 a. m. Agency: Brown & Tarcher, N. Y.

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), continues *Bachelor's Children* on 17 stations, Mon. thru Fri., 9:45-10 a. m. Agency: Roche, Williams & Cunnyngham, Chicago.

CONTINENTAL BAKING Co., N. Y. C. (Wonder Bread), continues *Pretty Kitty Kelly* on 40 stations, Mon. thru Fri., 10-10:15 a. m. Agency: Benton & Bowles, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Concentrated Super Suds), continues *Myrt & Marge* on 51 stations, Mon. thru Fri., 10:15-10:30 a. m. (reb.

(*Continued on Page 30*)

Sale of Stations By Hearst Radio Expected Shortly

IRS Shakeup Not to Hold Up Current Negotiations

DESPITE current rumors to the contrary, precipitated by resignations and shifts in the International Radio Sales organization, it was learned authoritatively by BROADCASTING July 29 that negotiations are "moving rapidly" toward the liquidation of the remaining Hearst Radio station properties and that the Hearst interests have not given up their plan to sell all but one of the 10 stations.

Neither Joseph V. Connolly, chairman of the board of Hearst Radio Inc. and newly-appointed general manager of the Hearst newspapers, nor Elliott Roosevelt, president of Hearst Radio, when interviewed by BROADCASTING, would divulge the names of any of the persons now negotiating for the seven stations still to be disposed of. The fact that Emile Gough, former general manager of Hearst Radio, had entered a bid for three of them was verified, however.

Gough Offers to Buy Three

Mr. Gough, on behalf of unnamed backers, made a formal offer to buy WCAE, Pittsburgh; WBAL, Baltimore, and WISN, Milwaukee, for a sum said to be in excess of $2,000,000. The offer was turned down, however, since WCAE is the one station of the group not for sale, and the deal contemplated purchasing the three in a block. It is expected, however, that Mr. Gough may enter bids for the other two separately and possibly for others in the group. Thus far the only definite deals are the sale of KEHE, Los Angeles, to Earl C. Anthony, operator of KFI and KECA, and of WINS, New York, to Col. Arthur O'Brien, Seattle and Washington, D. C. attorney.

KEHE was sold for $400,000 and WINS for $250,000. Application has already been made to the FCC for approval of the KEHE transfer, with Mr. Anthony applying also for authority to sell KECA to Warren Worcester, of San Diego, who seeks to move it into that city.

Mr. Connolly, who was promoted in the Hearst organization in latter July to take charge of all newspapers in addition to his present duties, denied rumors that Hearst was giving up the sale project and had decided to keep the stations. He said his company is "not out peddling" the stations but is "still seriously considering good offers." He added that it was still his hope and expectation to liquidate the radio holdings by the end of summer.

The stations still to be sold are WBAL, Baltimore; WISN, Milwaukee; KYA, San Francisco, and the four of the Southwestern group —KOMA, Oklahoma City; KTSA, San Antonio; WACO, Waco; KNOW, Austin.

Shakeup at IRS

Rumors started in mid-July when Murray Grabhorn, vice-president of Hearst Radio and general manager of its representative organization, International Radio Sales, announced his resignation, effective immediately. Leaving with him were Frank Fenton, salesman, and William Roux, promotion manager. They did not announce their future plans. Loren Watson was appointed to take charge of the New York headquarters.

Shortly after this announcement, it was disclosed that the San Francisco office, opened several months ago with J. Leslie Fox in charge, was being discontinued and its work taken over by John Livingston in Los Angeles. Also closed was the Detroit office under Bob Howard, who was transferred to the New York sales staff. The Detroit duties were taken over by Naylor Rogers, Chicago manager.

WDRC, WORC Name Reps

Shortly after the Grabhorn resignation, WDRC, Hartford, and WORC, Worcester, two of the four non-Hearst stations represented by IRS, announced that they had appointed new representatives. WDRC named Paul H. Raymer Co., effective Aug. 1. WORC named George P. Hollingbery Co., effective Sept. 18.

The other two non-Hearst stations are WLS, Chicago, and KOY, Phoenix, Ariz., both controlled by Burridge Butler. It was said at IRS headquarters that these stations are still under a one-year contract.

The other subsidiary, International Radio Productions, program producing and transcription unit, closed its Los Angeles offices at KEHE in July and headquarters were shifted to New York under Loren Watson. Howard Essary, Los Angeles manager; like Mr. Fox, was released. No other changes in personnel are planned, according to an official statement.

Cosmetic Firm Placing

GIBBS & Co., Chicago (Bree cosmetics), having concluded a test on WTMJ, Milwaukee, will add stations in Minneapolis, Chicago, St. Louis, Detroit and Cleveland on Sept. 1 for its 15-minute radio gossip program. Ruthrauff & Ryan, Chicago, is agency.

Returning to Duties

Photo by Bachrach

LATEST photo of FCC Chairman Frank R. McNinch, who spent most of July in Naval Hospital, Washington, but plans to be back at his desk on August 10. Reports that he was seriously ill are denied by family sources.

WHN Appoints Petry

WHN, New York station owned by the Metro-Goldwyn-Mayer film interests, has appointed Edward Petry & Co. as representative, effective Aug. 15. The contract was signed by Louis K. Sidney, manager, just before returning to Hollywood after several weeks at the station. Next fall Mr. Sydney will be in charge of producing the Maxwell House and M-G-M *Good News of 1938* which resumes Sept. 1 on NBC-Red.

KAST, Astoria, Ore., on July 29 was authorized by the FCC to shift to full time operation on 1200 kc., using 100 watts night and 250 day, effective Aug. 6. It now operates with 100 watts daytime only on 1370 kc.

McNinch to Leave Hospital by Aug. 1 And Plans Aug. 10 Return to His Desk

CHAIRMAN Frank R. McNinch of the FCC who has been confined to the Naval Hospital in Washington for most of the last month, will leave by Aug. 1, and plans to return to his official duties Aug. 10.

Despite reports that he is seriously ill, it was learned authoritatively as BROADCASTING went to press July 29 that the chairman has progressed "very well" and will return to his home by the first of the month. He was ordered to the hospital by his physicians for a rest and treatment in connection with an old stomach condition and at no time has been seriously ill, it was stated. Mr. McNinch originally had planned to remain in the institution for only a fortnight, but the time was lengthened because of the desire of physicians that he get as much rest as possible.

The FCC chairman, urged by his friends to take a brief vacation before returning to the Commission, plans to spend several days at a beach. He was reported as being anxious to return to his desk particularly in connection with the chain-monopoly hearings tentatively planned for the fall. He is chairman of the four-man committee charged with these proceedings.

Meanwhile, reports were current of a revival of efforts to designate a vice-chairman of the Commission. The law itself provides only for the designation of a chairman, to be named by the President from among the seven FCC members. No specific mention is made of the vice-chairman in the statute.

Commissioner Irvin Stewart, who retired from the FCC a year ago, served as vice-chairman, having been elected to that post by his fellow members despite the lack of a provision in the law for the office. The practice pursued by Chairman McNinch has been that of designating a member of the Commission to sit as acting chairman at any time he happened to be absent. Currently, Judge E. O. Sykes is acting chairman.

Rehearing Sought On Grant in Texas

A PETITION for rehearing in the so-called Wichita Falls case [see page 14], in which the FCC on July 12 authorized Wichita Broadcasting Co. to erect a new 250-watt night and 1,000-watt day station on 620 kc., to replace KGKO, which was moved May 1 into Fort Worth, was filed with the FCC July 28 by Paul D. P. Spearman, counsel for West Texas Broadcasting Co., one of the rejected applicants seeking 1,000 watts full time on 1380 kc.

The same day the Commission denied a petition for rehearing of the same case filed by Ben S. Fisher on behalf of KTBS, Shreveport, an applicant for the 620 kc. channel. KTBS was automatically barred from the channel by reason of the grant to Wichita Broadcasting Co.

In his petition for rehearing, Mr. Spearman claims the Commission erred in failing to make findings of basic fact from the testimony, notably that the West Texas company could serve as large a population day and night as proposed by the Wichita company. He also claimed the Wichita company "is not now and cannot become qualified to transact and carry on business in the State of Texas" and not legally qualified to be recipient of a construction permit.

The claim that the Wichita company's proposed transmitter site would be a hazard to air navigation is disputed in the petition, Mr. Spearman stating that the Bureau of Air Commerce would have approved the site if requested by the FCC and will approve it now. It was the fault of the Commission, it is stated, that such approval was not asked and received from the Bureau.

The Wichita Falls case has been involved in controversy for many months, with many parties taking an interest in it [BROADCASTING, July 1]. The Wichita Broadcasting Co. was originally headed by R. W. McFarlane, father of Rep. William D. McFarlane, but at the hearing it was stated that the stockholders had been changed, with Joe Carrigan, Wichita Falls attorney, replacing the elder McFarlane as president. The West Texas Broadcasting Co. includes the publishers of the *Wichita Times* and *Wichita Falls Record News* as 40% stockholders, the former owners of KGKO (headed by C. W. Snider, wealthy oil man) as 40% stockholders and a group having membership in the Wichita Falls Chamber of Commerce as 20% stockholders.

4 Seeking 940 Kc. Denied

THE applications of four newspaper groups, each seeking the 940 kc. frequency in four different cities, were all denied in an FCC decision July 29. They were El Paso Broadcasting Co. (*El Paso Times*), seeking 1,000 watts full time for a new station; World Publishing Co. (*Tulsa World*) seeking 1,000 watts night and 5,000 day; KGKL Inc., San Angelo, Tex. (*San Angelo Standard & Times*, Houston Harte), seeking a shift to 940 kc. for KGKL with 1,000 and 5,000 watts from its present assignment of 100-250 watts on 1370 kc.; Tribune Co., Tampa (*Tampa Tribune*), seeking 1,000 watts night and 5,000 day.

WLW 500 kw. Ruling Unlikely This Year

By SOL TAISHOFF

Station Claims Achievements Show Need to Continue Superpower Tests; FCC Counsel Raps Competitive Effect

THE FUTURE of so-called "superpower" operation, wrapped up in the issue of WLW's plea for extension of its authority to operate experimentally with 500,000 watts, will not be decided until next year at the earliest—and even then protracted litigation is in prospect if the FCC denies the authorization.

This was apparent as the FCC "superpower committee" adjourned the hearings on the renewal case July 29 after 10 stormy days of argument. The Committee actually sat as a board of examiners. It must write a report containing findings and recommendations for consideration of the full Commission. Then there can be oral arguments on the conclusions, if WLW wants them. And, even if the case is expedited, it appears certain the FCC itself won't decide the issue until early next year.

Aside from the bitterly fought legal battle, the WLW hearing was unusual in many respects. Practically all of the Commission's case against the station was put in under protest, on the primary ground that the issue did not involve programs, but solely the question of technical feasibility of the experimental operation and whether it should be continued.

Frequent Objections To Admission of Evidence

Presiding was Commissioner Case, serving as chairman of the committee, with Commissioner Craven as vice-chairman. Because of frequent colloquies between counsel and the rapid-fire objections to admissibility of evidence on both sides, Chairman Case found his task a rather arduous one. In only one instance, however, did he reserve a ruling. By far the bulk of the rulings on evidence were in favor of the Commission and on the blanket question of admissibility of testimony dealing with specific programs, he decided such testimony was relevant over WLW's vehement objection. Commissioner Craven, along with Chairman Case, frequently asked questions to clarify the evidence.

Commissioner Payne, a member of the Superpower Committee, who precipitated the issue by designating the experimental renewal for hearing while in charge of routine broadcast matters, did not ask any questions in connection with testimony adduced from the time the hearings opened July 18 until they were adjourned July 29. This was also the case during the hearings on the proposed new rules and regulations, held before the same committee June 6-30.

From the very outset of the hearings it was evident that Duke M. Patrick, WLW counsel and former general counsel of the Radio Commission, was building his case for possible appeal. In connection with one ruling, he openly stated it might be necessary for WLW to litigate.

The Commission's case throughout was handled by George B. Porter, FCC assistant general counsel, who was assisted by Ralph L. Walker, senior attorney. After WLW had made its direct case, Mr. Porter opened the FCC case, placing on the stand four witnesses—three of them subpoenaed from the industry. Their testimony covered principally the competitive factor involved in WLW's operation with 500 kw., and the allegation that stations in its primary service area suffered losses in both network and spot business by virtue of its dominance.

The crux of the WLW presentation was that it is now rendering what amounts to an indispensable service to many thousands of distant listeners otherwise unable to get a selection of program service, by virtue of a strong secondary coverage; that while technically it has proved the feasibility of operation with 500 kw., continued development is essential to attain maximum efficiency, through reduction of distortions; that to continue this development it has ear-marked a substantial sum, possibly amounting to $100,000, for a radically new type of radiating system which would appreciably enhance its coverage and literally permit it to "steer" its signals, and that it spends a substantial portion of its income on programs, program development, talent and public service.

The brunt of the WLW case, aside from purely technical phases, was borne by James D. Shouse, vice-president of the Crosley Radio Corp., and general manager of its stations, WLW and WSAI. A veritable commercial history of radio and of programming operations was recounted to the committee by Mr. Shouse, who drew upon his long experience as a top-flight salesman for CBS and as general manager of the CBS-owned KMOX, St. Louis, in defining such operations, which in the past has been given only scant attention in FCC proceedings.

WLW placed in the record a comprehensive "economics" case as well as an unusually thorough technical presentation. The financial history of the station dating back to 1931 before its 500-kw. operation, which began in 1934; complete breakdowns of its programming operations, analyses of accounts, and similar data were all placed in the voluminous record.

Over WLW protests the Commission questioned Mr. Shouse closely on individual programs broadcast over the station, including proprietaries. Mr. Porter ran through the entire roster of Procter & Gamble programs on the station and when he questioned witnesses he had subpoenaed, Procter & Gamble appeared to be the main theme, the obvious effort being to show that this large advertiser used WLW for spot programs to the exclusion, or almost the exclusion, of other stations in its primary service area.

John A. Kennedy, operator of WCHS, Charleston, WPAR, Parkersburg, and WBLK, Clarksburg, first Commission witness, told of WLW's competition in testimony that ran for three days. He opposed WLW's 500 kw. operation as unfairly competitive. He argued against one station (WLW) "usurping" the 500 kw. field, declaring that if any are permitted at all there should be a number of them.

Groundwork Is Laid For Possible Appeal

That WLW intended to prepare its renewal case for a possible appeal to the courts, in the event of an adverse decision, was apparent from the start.

In opening the case July 18 Chief Counsel Patrick called attention to the fact that WLW, in its notice of appearance, reserved the right to "question the power of the Commission with respect to any issue set forth in the Commission's notice of hearing, or with respect to which evidence or arguments may be heard."

He said WLW regarded the issues in the case as somewhat different from those which might be conducted at a hearing for a regular license renewal. He said he did not concede the "propriety of certain of the issues set out in the Commission's notice of hearing," if those issues "are to be taken as a basis for the ultimate findings and eventual decision of the Commission."

Mr. Patrick said specifically that WLW did not want to be understood as conceding the pro-

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Antenna Able to Steer Signal In Development Stage at WLW

PRELIMINARY plans for development of a radically new type of antenna to involve an expenditure of about $100,000, which would permit WLW literally to "steer" its 500-watt signal and control its primary and secondary areas, shifting them almost at will, were divulged to the FCC July 22 by G. L. Leydorf, director of technical research and development of WLW and WSAI.

That WLW intends to pursue this revolutionary development which was said to be entirely feasible, was emphasized by James D. Shouse, vice-president and general manager of the 500 kw. Cincinnati outlet when he told the Superpower Committee of the FCC, conducting hearings on renewal of WLW's experimental 500 kw. authority, that the Crosley Radio Corp. had earmarked ample funds for the undertaking.

Mr. Leydorf explained in detail how this proposed antenna system would function. It would actually be an antenna array presumably using the principles of the so-called Franklin antenna, or a two-element structure with the insulator in the center and each element separately excited.

Years of Research

The sequence of studies which led to the plan for the proposed antenna, Mr. Leydorf brought out, began when WLW in 1935 installed a directional antenna array for nighttime operation to curtail its signal toward Canada where CFRB, Toronto, claimed interference. From that study, additional experiments have been made leading up to the projected plan for the new device. With it Mr. Leydorf expects WLW to pull in or push out its rapid fading area to any point it desires; to control definitely its secondary service; to restrict the signal in its primary service area probably to that of a 50 kw. station, and then to throw the full force of 500 kw. operation back of its secondary service signal.

Mr. Leydorf's plan is premised on 500 kw. operation, and continuance of WLW's present experimental authorization, it was clearly brought out. Previous testimony during the hearings [see running story] was to the effect that under existing propagation conditions, very little secondary service is rendered by 50 kw. clear-channel stations and that reliance for this secondary service must come from higher powered outlets.

While use of a single Franklin antenna for WLW probably would entail a structure some 1,400 feet high, Mr. Leydorf said that with the antenna array now proposed on paper considerably lower heights would be employed.

The fast fading area of WLW, in which some 8,000,000 people are estimated to reside, could be controlled with the proposed system,

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Radio Popularity Carries O'Daniel In Texas Primary

Crooning Hillbilly Nominated By Tremendous Plurality

PLUGGING *Hillbilly Flour* along with his candidacy for the Democratic nomination for Governor of Texas, which is tantamount to election, W. Lee O'Daniel, Fort Worth flour manufacturer, demonstrated the effectiveness of radio by using it almost exclusively in winning the nomination by a clear majority in the July 23 primaries, and, incidentally, boosting flour sales.

Mr. O'Daniel, stumping 6,000 miles over the State in a whirlwind six-week campaign with a sound truck and hillbilly band, part of his regular radio show on WBAP, Fort Worth, polled more than 450,000 votes and won nomination over 11 other candidates, the first candidate to be nominated without the formality of a runoff since the 1920 primary law.

Completely ignored by the Texas press when he announced his probable candidacy April 17 on one of his regular broadcasts over WBAP, Mr. O'Daniel swept into national headlines after he had received 54,999 pieces of fan mail urging him to run and drew a crowd of 15,000 at his campaign-opener at Waco in Mid-June, using radio as his sole publicity medium. [BROADCASTING, July 1]. In a Houston appearance late in the campaign he drew 26,000 listeners.

Salesman and Singer

As a flour salesman and vice-president of Burrus Mill & Elevator Co., Mr. O'Daniel in 1932 started his flour-selling program on WBAP, later extending to the Texas Quality Network, featuring a hillbilly band and his own homespun comment and singing. Later he formed the Hillbilly Flour Co. in Fort Worth, and transferred his radio activities to promoting his own product. He became president of Fort Worth's Chamber of Commerce and is reputed to have amassed a fortune in his business, with radio as his primary advertising medium.

Using as a campaign slogan a line from one of several songs he has composed *Please Pass the Biscuits, Pappy*, and responding to his opponents' queries about where he intended to get the $41,000,000 yearly necessary to pay the $30-per-month old age pension he promised by turning to his hillbilly band with *"Strike up a tune, boys"*, Mr. O'Daniel let showmanship dominate his "businessman's campaign."

The O'Daniel party, including his family and musicians, rolled into Texas towns with their sound truck and put on a show for the large audiences, complete with the candidate's speeches and music. WBAP engineers accompanied the party, and arrangements for daily WBAP and Texas Quality Network pickups cleared through the WBAP offices.

KGKO, Wichita Falls, claimed a scoop in notifying O'Daniel of his nomination during its 6 3/4 hour coverage of election returns July 23. On July 26 KGKO originated for NBC Mr. O'Daniel's first coast-to-coast network broadcast. Introduced by Harold V. Hough, KGKO's *Hired Hand* and general manager, the governor-elect brought along his hillbilly band, read poems, told of the race, and introduced his family during the half-hour broadcast.

* * *

Mr. O'Daniel, opposed by 11 other candidates, many of them seasoned politicians, received a large majority over his opponents' combined vote. On election night, Mr. O'Daniel stated over a special line from his home to WBAP that he owed his success to radio. The Fort Worth flour merchant has been on the air with his hillbilly band for the last six years over WBAP, Fort Worth; since August 1935 over the facilities of the Texas Quality Network.

Texas' New Radio-Governor and Some of His Troupers

RADIO'S OWN CANDIDATES

Several Broadcast Personalities Are Entered in Local Races for Public Office

FIGURES prominent in the radio realm are running for major political offices in current campaigns, some of them apparently standing excellent chances of election.

In Ohio, Charles Sawyer, vice-president of Crosley Radio Corp., operating WLW, Cincinnati, and one of the State's Democratic national committeemen, is conducting a vigorous campaign for the gubernatorial nomination and has already won labor endorsement as against Gov. Martin Davey, seeking renomination. The Ohio primaries are Aug. 9.

In South Dakota, Chandler Gurney, onetime manager of WNAX, Yankton, and a member of the Gurney family which still owns and operates the station, has again won the Republican nomination for United States Senator and will be pitted in the November elections against Tom Berry, Democratic nominee. Young Mr. Gurney came within a few votes of winning the Senatorship in 1936, having been nominated that year also and having run against Senator Bulow.

In Omaha, Foster May, news editor of WOW, is seeking the Democratic nomination for Congress, which Maj. Edney Ridge, general manager of WBIG, Greensboro, N. C., also sought recently in his district but lost in a close primary vote. Seeking to return to Congress is Karl Stefan (R-Neb.), who has served two terms and who was a former commentator for WJAG, in Norfolk, Neb.

Rep. Luther Patrick (D-Ala.), of Birmingham, who made his reputation over WBRC, has already been renominated and will return to Congress, unless a political upset occurs.

From Spartanburg, S. C., it is reported that Virgil Evans, operator of WSPA, has filed as a candidate for the State assembly in the Aug. 30 primaries, and from Albany it is reported that Phelps Phelps, now an assemblyman and a commentator over WMCA, New York, has been designated to run for the State Senate from the 13th Manhattan district.

Bakery Series Renewed

QUALITY BAKERS of America, New York, cooperative bakery organization, on Sept. 20 renews for 26 weeks, its thrice-weekly quarter-hour transcribed children's detective adventure program, *Speed Gibson*, on more than 40 stations nationally. Organization sponsored the serial last fall, and has an elaborate club merchandising program for the new series. Written by Virginia Marie Cook, and directed by Don Wilson, the serial is being cut by Radio Recorders, Hollywood, and placed direct with the cooperation of National Radio Adv. Agency, that city, producers of the program. Although produced especially for Quality Bakers of America, the series is also open for independent sponsorship in other cities.

Talburt for Scripps-Howard

A New Band for the Old Stetson

McFarlane Is Loser In Texas Primary

Critic of Radio Is Defeated In Reelection Campaign

REP. William D. McFarlane, Democratic member of Congress from the 13th Texas district, who took a leading role in the last session in assailing and demanding an investigation of the radio industry and the FCC only to vote against the Connery Resolution [BROADCASTING, June 15], was defeated for reelection in the Texas primaries July 23 by Edward Gossett, Wichita Falls attorney.

Congressman McFarlane ran second by several thousand votes in a field of four, and according to latest advices from Texas has the option of demanding a runoff election in view of the fact that Mr. Gossett failed by a few hundred votes to obtain a majority. However, K. C. Spell, of Wichita Falls, who ran third and polled more than 2,000 votes was reported ready to throw his strength to Mr. Gossett, which observers say would assure McFarlane's defeat.

A Frequent Haranguer

The Texan, whose home is in Graham, a small town near Wichita Falls, repeatedly assailed the FCC and some of its members in speeches in the House during the recent Congress, and took occasion frequently to charge irregularities in the radio industry. At one time he alleged that two former U. S. Senators were employed by a large radio company to influence a court decree, but he never disclosed their names.

Mr. McFarlane intensified his crusade against radio and the FCC after an FCC examiner had issued a report favoring the application of West Texas Broadcasting Co. for a new station in Wichita Falls to replace KGKO, authorized by the FCC to be moved into Fort Worth and operated by Amon Carter, publisher of the *Fort Worth Star-Telegram*. There were several competing applications, one of them that of the Wichita Broadcasting Co., whose original list of stockholders included R. W. McFarlane, as 33% stockholder and as president of the company. R. W. McFarlane was identified as Congressman McFarlane's father.

The FCC split on the decision in favor of the company originally headed by the elder McFarlane, Commissioners Case, Craven, Walker and Payne favoring the grant and Chairman McNinch and Commissioners Sykes and Brown voting to grant the competing application of Faith Broadcasting Co.

During the hearing on the competing applications, it was disclosed that R. W. McFarlane had withdrawn from the company and that Joe B. Carrigan, Wichita Falls attorney, had become president. While in Washington July 27, Mr. Carrigan reported that the other stockholders will be Harry Hamilton, local auto dealer, vice-president; Sol Lasky, chain men's store owner, secretary-treasurer; Gordon T. West, oil operator, director.

A petition for rehearing of the case was filed with the FCC July 28 by Paul D. P. Spearman, on behalf of the West Texas Broadcasting Co., one of the rejected applicants.

Drive Against Patent Medicine Seen in New Procedure of FCC

WJJD Renewal Set for Hearing, With Commission Issuing Press Release Announcing Action

THE SPECTRE of a new drive against patent medicine advertising is seen in current activities of the FCC, said to involve a "new procedure" in the handling of informal complaints against stations.

Formally announcing in a special press release June 20 that it had designated the renewal of WJJD, Chicago, for hearing because of complaints involving "certain patent medicines", the Commission inaugurated its procedure. Heretofore the FCC has cited stations for renewal by giving them temporary licenses before it had concluded its investigation—a practice that brought sharp criticism. Now it is claimed the FCC is not meting out the temporary license until the "preliminary investigation" is concluded, and then it will make known the specific charges, without, however, mentioning the commodities.

During its investigation, it was learned, the FCC asked WJJD to submit continuities on commercial announcements for Cystex, internal remedy, and Kolor-bak, hair preparation. As far as known, it did not request data on any other proprietaries. Both of these accounts are placed nationally, with the former having been spotted on more than a dozen stations during this year, and Kolor-bak on even a larger number.

What FTC Record Shows

In its July 20 release, the FCC said its investigation of the programs in question over WJJD "did not disclose that the advertising was in accord with stipulations entered into by the manufacturers with the Federal Trade Commission and Food & Drug Administration, Department of Agriculture, following proceedings had and cease and desist orders entered by those agencies."

Federal Trade Commission records, checked July 23, revealed that the agency in February, 1935, issued an order against United Remedies Inc., of Chicago, dealing with claims made for Kolor-bak. The records also showed that several years ago negotiations were held in connection with a stipulation involving Cystex, but there was no formal order.

After issuance of the press release involving the WJJD designation for hearing, some dispute developed within the FCC as to its form, it is understood. One group felt the announcement was too far-reaching.

The new procedure is being employed despite the fact that a committee on informal complaints, named several months ago, has done little in the way of considering the matter. After an initial meeting following its appointment last March, the so-called "Committee on Informal Complaints" asked the law department to submit answers to a series of more than a dozen questions it had propounded. It is understood this has been done, and that now the committee has asked the law department to submit a plan of organization and procedure, to define the manner in which complaints should be handled and routed through FCC subordinate offices, or something of that nature.

There are now pending more than a score of temporary licenses issued by the FCC under former procedure, involving not only program complaints, but purported technical violations of FCC regulations, for alleged transfer of licenses without authority, purported lottery enterprises and solicitations of funds and other practices which were being investigated.

WOMAN MENTIONED FOR POST ON FCC

APPOINTMENT of a woman—Mrs. Joseph E. Goodbar of Boston and New York—as a member of the FCC, is being urged by a number of women's organizations.

Mrs. Goodbar, identified with the National Federation of Press Women, and chairman of its committee on Radio and Economics, has been active in recent weeks toward such a goal, BROADCASTING learns authoratively. She is also chairman of the prize contest committee of the Women's Press Club of New York, which last May made "Certificate of Merit" awards for network programs.

There is no present vacancy on the Commission. Gov. Norman S. Case is now serving under a recess appointment, his term having expired on July 1. When the new Congress convenes it will be necessary for President Roosevelt to send to the Senate a nominee for the seven-year term retroactive to July 1, and it has been generally expected that Gov. Case will be named to succeed himself.

Sale of WPEN to Bulova Sought by Iraci Estate

DUE to the difficulty of operation by an estate, Miss Miriannina C. Iraci, daughter of the late John Iraci, owner of WPEN, Philadelphia, and onetime owner of WOV, New York, has applied to the FCC for authority to sell 60% control of WPEN to Arde Bulova, New York watch manufacturer and station operator who several years ago bought WOV from Mr. Iraci. Miss Iraci is administratrix of the estate. Purchase price of the controlling stock in WPEN, which operates full time with 1,000 watts on 920 kc., is understood to be $160,000.

Mr. Bulova also has pending an application for purchase of WPG from the municipality of Atlantic City for $275,000, subject to FCC approval and to removal of the facilities to New York [BROADCASTING, July 15].

Satisfied Rivals

AS A RESULT of the new FCC rules governing the sale of time to political candidates promulgated after a request by WTAR, Norfolk [BROADCASTING, July 1], that station on July 21 called a conference of rival candidates in the Aug. 2 Democratic primaries and was able by the "round table" method to arrange for alternate periods, particularly for the night of Aug. 1.

Local Laws Affect Ruling on Politics

Sykes Clarifies FCC's Recent Regulations on Campaigns

LOCAL statutes regarding elections "may require" radio stations in particular cases to extend their facilities to candidates in primaries, acting FCC Chairman E. O. Sykes declared in a recent letter.

Replying to a query regarding the applicability of Sec. 315 of the Communications Act and Rule 36a of the Rules Governing Standard Broadcast Stations (BROADCASTING, July 15) to primary elections, Commissioner Sykes stressed the reluctance of the FCC "to respond to hypothetical inquiries, particularly when such inquiries touch on matters which may possibly later come before it for formal determination".

Commissioner Sykes declared, however, that "in this instance the Commission deems it appropriate to say that in adopting its rules pursuant to Sec. 315, it was pointed out that no set of rules or statute can specifically cover all situations that may arise and that it was the Commission's intention that conformity should be had to the spirit, as well as the letter, of the rules to the end that broadcast facilities may be made available to political candidates upon terms and conditions which will assure fair treatment to all.

"Also, your attention is directed to the provisions of Rule 36a2(a), defining the words 'a legally qualified candidate', and specifying that determinations are to be made in this connection according to the applicable local laws. Further, the provisions of Rule 36a1 make no reference to elections, whether primary, general or special, but impose requirements in connection with the use of facilities by legally qualified candidates.

"It would appear, therefore, that depending on the provisions of municipal, county or State laws which may be applicable in the case of candidates desiring to use the facilities of the station conformity with the spirit, as well as the letter, of the statutes and rules may require in the particular case extending the use of the facilities of such station to candidates in primary elections."

CONTROL of KIEM, Eureka, Cal., passes into the hands of William B. Smullin, station manager, as a result of an FCC decision July 21 authorizing the transfer from Harold H. Hanseth, who formerly held 62½% of the stock.

Screen Guild to Support AFRA in Creating Ban On Free Radio Service

SCREEN Actors Guild, Hollywood, will support the American Federation of Radio Artists by forbidding members from going on radio programs gratis or at rates under the AFRA scale. Official action is scheduled to go into effect within a few days, after preliminaries have been ironed out. Individual members of the board and Guild officers plan to stand back of the AFRA rule by setting up a rule in the film organization similar to that now in operation by the radio union.

The ban has been laid down by Los Angeles Chapter of AFRA and Screen Actors Guild to avoid exploitation of talent induced to make free radio appearances in the hope of sponsorship or station jobs. This was the explanation given by Norman Field, second vice-president of AFRA's national board, who is also executive secretary of Los Angeles Chapter. Only free appearances to be allowed are those for accepted charity purposes with Los Angeles Chapter's approval.

Since AFRA is affiliated under the AAAA with all talent branches of the entertainment business, it is also a foregone conclusion that the same ban will be extended to Equity and to the various other stage talent groups. The only film artists not affected by the Guild radio ban are those under contract to picture studios that have particular clauses in contracts giving the company rights to their radio services. However, it is stated by Guild officers, a move within its ranks will be started to discourage members in the future from giving studio employers such rights. The move on the part of SAG will effect many Hollywood radio commentators who have call on virtually the entire talent of the film industry for their programs.

Los Angeles Chapter of AFRA on July 19 ratified the national board's contract with NBC and CBS covering minimum wages and working conditions on sustaining broadcasts. Following a three-week period of grace, it was scheduled to go into effect Aug. 7, according to Field.

Two Big Movie Programs Projected in Hollywood

PLANS are in formation for a fall commercial radio series endorsed by Academy of Motion Picture Arts & Sciences, Hollywood, as representative of the film industry in supplying talent. A special committee is representing the organization in negotiations with an unnamed sponsor.

The program, titled *Cavalcade of Hollywood*, is scheduled to start in early fall. It will exploit the film industry and format is said to be different from anything so far attempted in radio. Well-known picture writers, under direction of Grover Jones, Hollywood film writer, are preparing the material.

This is the second film industry cooperative involved in radio negotiations. Screen Actors Guild is currently engaged in a deal which would present its membership in a series of sponsored programs, proceeds to be turned over to the Motion Picture Relief Fund.

Four New Locals Authorized by FCC

Fayetteville, Salisbury, Johnson City, Charleston, Get Grants

TWO new local stations in North Carolina, one in Johnson City, Tenn., and another in Charleston, W. Va. were authorized by the FCC in decisions announced in latter July. The new stations in the Tar Heel State will be located in Raleigh and Salisbury.

Sustaining Examiner Seward, the Commission authorized Capitol Broadcasting Co. to erect a new 100-watt night and 250-watt day station on 1210 kc. in Raleigh, at the same time denying the application for 250 watts daytime on the same frequency in Fayetteville filed by C. W. Walker and Waldo W. Primm, partners. The Capitol Broadcasting Co.'s shareholders are Earl C. Marshburn, attorney, 40 shares; A. J. Fletcher, attorney, 35; Howard E. Satterfield, professor of engineering, U. of North Carolina, 30; Charles E. Green, attorney, 30; E. Johnson Neal, insurance man, 15.

The Salisbury grant went to Piedmont Broadcasting Corp., the Commission sustaining Examiner Berry in recommending 100 watts night and 250 day on 1500 kc. At the same time the Commission denied the rival application for a station in the same community filed by Burl Vance Hedrick, publisher of the *Salisbury Herald*, who sought 1,000 watts daytime on 1340 kc. The Piedmont corporation's shareholders are Bryce P. Beard, president, bottlers supply dealer, 118 shares; J. F. Hurley Jr., vice-president, publisher of *Salisbury Post*, 94; Stahle Linn, attorney, 23; William S. Overton, secretary, auto dealer, 10; J. Carson Brantley, head of J. Carson Brantley Adv. Agency, 20; J. P. Mattox, insurance man, 10; C. F. Raney, auto dealer, 10; Gregory Peeler, banker, 5; Walter Carter, electrical supply dealer, 5; M. M. Murphy, insurance man, 5.

Tennessee Grant

Rejecting two other applications for the same facilities, the FCC on July 29 authorized J. W. Birdwell, an amateur operator, and W. Hanes Lancaster, Chattanooga business man, to erect a new station in Johnson City, Tenn., to operate with 100 watts night and 250 day on 1200 kc. The decision is effective Aug. 6. Mr. Birdwell will be manager of the station, with the backing of Mr. Lancaster. The applications denied were those of Richard M. Casto, also seeking a new station in Johnson City, and R. R. Spilman, Ira A. Watson, R. H. Claggett and Roy N. Lotspeich, organized as the Knoxville Journal Broadcasting Co., seeking the same facilities for an outlet in Knoxville.

On July 15 the FCC announced the granting of a CP for a new 100-watt full-time station on 1500 kc. to Kanawha Valley Broadcasting Co., to be located in Charleston, W. Va., sustaining Examiner Hyde. Its call letters will be WHKV. President of the company is W. A. Carroll, lumber dealer, holding 23 out of the 25 shares issued. The two holders of single shares are R. E. Talbott, attorney, and S. J. Halstead, law secretary.

Copyright, Publicity and Labor Projects Included in Active Program of NAB

MIDNIGHT oil is being burned at NAB headquarters in Washington these days to carry out the heavy platform pledged by the reorganized trade association, under direction of Neville Miller, president.

While Mr. Miller is devoting his primary attention to the whole subject of copyright, he also has been active in several other directions. He returned to Washington July 27 after attending sessions of the American Bar Association in Cleveland, and during the preceding week attended sessions of the National Health Conference in Washington and addressed it on radio cooperation.

To assist educational and civic organizations in preparing radio programs and schedules, the NAB this fall will distribute through member stations a special handbook outlining radio practices and techniques, calculated to aid nonprofessionals. Ed Kirby, public relations and education director of the NAB is collecting the data and preparing the manual.

Fair Plans Considered

Preliminary plans have been made for broadcasting industry participation, through the NAB, in both the New York and San Francisco World Fairs next year. While no specific plan has been adopted, consideration is being given to use of top-flight radio personalities together with nationally-known figures in education, religion and club work to demonstrate radio's entertainment and public service range under the American system.

Thought is being given to graphic demonstrations, such as films, to tell the story of American broadcasting. Presentations will be coordinated for extensive radio-promotion at major county and State fairs, under the plan, Mr. Kirby working on this effort under President Miller's direction. The Radio Manufacturers Association may cooperate.

Analysis of stacks of news program continuities received from stations in response to an NAB request last month also is being made by the NAB under the direction of Paul F. Peter, research director, to ascertain the degree of "editorial opinion", if any, exerted over stations and networks, for possible use in connection with officially circulated reports that some stations were active politically and otherwise.

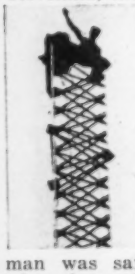
Active cooperation of NAB headquarters with station sales managers also has been launched through deliberations with Craig Lawrence, sales manager of the Iowa Broadcasting System, and chairman of the Sales Managers Committee. The purpose is to prepare data which will present radio's case to advertising groups, in the form of statistical and marketing studies and exhibits.

Joseph L. Miller, labor relations director of the NAB, has been active in collecting case histories on labor troubles of stations generally, in order that the NAB may have as complete a reservoir of information as possible. Currently he is working on behalf of WLS, Chicago in connection with a controversy between electrical and structural steel workers about erection of the station's new antenna.

President Miller and George W. Norton, owner of WAVE, Louisville, chairman of the NAB committee on law, attended a conference in Cleveland July 26 during the Bar Association sessions on court broadcasts—a subject considered by the Association last year. It was concluded at the conference, attended by representatives of the American Newspaper Publishers Association and the American Society of Newspaper Editors, as well as ABA, that general principles on court broadcasts can be worked out. It was agreed that the two press organizations and the NAB should designate committees to sit with representatives of the bar to work out acceptable standards or canons. NAB was not represented in the original deliberations last year—a fact that caused some concern.

PICKS PIX PERCH
Atop WGAR Antenna, Making Station Go Off Air

THIS is the sight that met the startled gaze of Transmitter Engineer Walter Widlar of WGAR, Cleveland, the other day—a young man perched on WGAR's 387 foot vertical radiator, where no young man should be, especially when a signal of 5,000 watts is being radiated.



WGAR was forced to sign off until the young man was safely on the ground, where he confessed he had climbed the antenna early in the morning, before the station signed on; had chosen the lofty perch because he wanted to take pictures. Asked how he planned to get down, he explained it was his intention to wait until signoff.

The station immediately put the young man on the air, reprimanded him severely. Program Director Worth Kramer pointed out that this was no "stunt," stressed the danger of such an exploit. A police squad arrived at the scene but Manager John F. Patt pressed no charge, allowed the lad to leave.

Vadsco Making Up List

VADSCO SALES Corp., New York, will use radio this fall and winter to advertise Quinlax, a cold remedy, through Lawrence C. Gumbinner Adv. Agency, New York. Campaign will be national in scope, according to Max A. Geller, account executive, but type of program and whether it will be a spot or network schedule are yet to be determined.

NBC has been informed by Filippo Soccorsi, director of the Vatican City radio station, that it received a special benediction from Pope Pius XI for its "invaluable" cooperation in relaying the Pontiff's message to the National Eucharistic Congress of Canada recently held in Quebec.

KVOO and WAPI Begin Operation On Full Time

INAUGURATION of full-time operation for KVOO, Tulsa, and WAPI, Birmingham, under special experimental authorization from the FCC on the 1140 kc. channel, is scheduled for Aug. 9, having been postponed one week to permit completion of technical installations. The stations, which have operated simultaneous day and time-sharing at night on the clear channel, under special FCC authorization, will operate full time experimentally through use of mutually protective directional antennas, with their present powers of 25,000 watts and 5,000 watts respectively.

Both stations plan celebrations in connection with the full time operation. At KVOO, a number of distinguished guests, including officials of NBC, are expected.

The entire week of Aug. 9-15 has been dedicated by WAPI to the celebration with special programs, originated either by WAPI or CBS sharing salutes on the occasion of WAPI's 16th anniversary. The salutes include everything from an address by Alabama's Governor-elect to a series of shows transcribed by UP and special programs ranging from a Hollywood-to-Birmingham reunion of the Bankhead family to a remote control visit to the city's dog pound.

CBS Disc Dicker

PLANS for the acquisition of American Record Corp. by CBS are under consideration but no definite action has been taken, BROADCASTING was told by CBS officials on July 27, despite numerous rumors that the sale had been consumated. If the network does take over control of the record firm, whose subsidiaries produce the Brunswick, Columbia and Vocalian phonograph records, it would for the first time be in a position to make off-the-air recordings of its own network shows for use by sponsors in supplementary markets, and to compete for recording business with independent recorders as does NBC's transcription division. Refusing to discuss price or other details of the proposed transaction, CBS merely states that it is "making an examination into the wisdom of acquiring American Record Co., but has not yet reached a decision."

Chilean-Nitrate Plans

CHILEAN Nitrate Educational Bureau, New York (fertilizer), is making plans for its annual fall and winter campaign, placed through O'Dea, Sheldon & Canaday, New York. The agency reports that while plans are still in the formative stage, it is possible the 26-week transcription campaign which ran on some 10 stations in the Southeast last winter may be repeated.

Coffee Fund

PLANS for the $500,000-a-year cooperative campaign of the Associated Coffee Industries of America, expected to include a substantial appropriation for radio, will be presented at the coffee industry's convention in French Lick Springs, Ind., Sept. 19-21, according to Arthur Kudner, N. Y., agency in charge.

IRNA to Decide Plans for Chain Inquiry

Meets in Chicago To Consider Procedure

By BRUCE ROBERTSON

TO DETERMINE the scope of network-affiliated station participation in the forthcoming chain-monopoly investigation of the FCC and to focus attention on other problems affecting affiliated stations and their networks, a convention of Independent Radio Network Affiliates has been called for the Hotel Stevens, Chicago, Aug. 16 and 17.

Dormant since the completion of its negotiations with the American Federation of Musicians early this year, the group includes some 275 stations affiliated with networks except those directly owned and operated by the chain. It was organized a year ago to present a united front in meeting the demands for increased employment of union musicians laid down to the networks by AFM.

Meeting In New York

Decision to call the IRNA convention in August was reached at a meeting July 25 of 18 executives of network member stations in the Waldorf-Astoria Hotel in New York in response to an invitation from Mark Ethridge, WHAS, chairman of the original IRNA group and subsequently, as a result of his able leadership of this body, president of the National Association of Broadcasters, and Samuel Rosenbaum, WFIL, who headed the IRNA committee that negotiated the standard contract for all network stations with AFM.

Discussion at the three-hour evening session resulted in the general feeling that the affiliate stations have a common interest with the networks in properly presenting to the FCC the merits of the American system of network broadcasting, and that the affiliates as a group also have views which can properly be presented both to the networks and to the FCC. Since the purely informal gathering at the Waldorf had no authority to speak for anyone but those present, it was decided that the correct move would be to summon a general convention, at which the entire body of network affiliates could decide on the best course of procedure.

Eyes and Ears for NAB

Acting as spokesman for those present in New York, Mr. Rosenbaum said this group was unanimous in feeling that the affiliates have enough at stake to warrant such a convention and that they would all be parties to the invitation. He pointed out that in taking this step there is no intention of rivaling the NAB or in any way usurping any of the proper functions of this general industry organization. On the contrary, he said, the NAB board, at its meeting of April 30, expressly asked IRNA to function as its "eyes and ears" in the forthcoming network investigation and to keep the NAB informed of any developments of an industry-wide nature.

On July 28, the group sent a letter of invitation for the Chicago conference. Among other things, the call stated:

"Fundamentally and basically the networks are the affiliates, and the affiliates are the networks. The affiliates have a common interest with the network to endeavor to increase the usefulness of the American System of network broadcasting and to protect it in the interest of the public.

"On the other hand, networks' affiliates have a common interest with each other to see to it that the relationship between the networks on one side and the affiliates on the other, are fair and reasonable.

"The opinion in this preliminary gathering was that IRNA should resume its activities in order to select and focus the views of affiliates on these subjects. Several specific measures were suggested to be presented to the affiliates for consideration. These include matters relating to the establishment of a satisfactory common understanding between affiliates and networks as to the manner in which proper recognition can be given to the views of affiliates and their duties and obligations under their licenses. Network operating policies and the burden of copyright will probably be pertinent in this list. Undoubtedly consideration must also be given to possible changes in the radio law and the extent of Commission regulation of network broadcasting."

Asked whether the meeting discussed such questions as FCC supervision of network rates of payment to affiliates, Mr. Rosenbaum said no such specific points were raised at this session, which was devoted entirely to the general subject of unified action on the part of the affiliates in preparing for the investigation. Mr. Ethridge concurred in this and emphasized the point that the affiliates have a common interest with the networks in preserving the network system of broadcasting. The basic idea to be submitted to the convention, he said, will probably be the thought that the affiliates are anxious to cooperate in every way with the FCC and the networks in maintaining this American system.

Among those present at the meeting were: H. K. Carpenter, WHK; Jack Howard, Scripps-Howard Radio; William Scripps, WWJ; Peggy Stone, IRS; John Shepard, 3d., Yankee Network; I. R. Lounsberry, WGR-WKBW; John Gillin, WOW; Edgar Bill, WMBD; W. O. Pape, WALA; Donald Withycomb, WFIL; John Kennedy, WCSH; Harry Stone, WSM; Arthur Church, KMBC.

The call for the conference bore the following signatures: Messrs. Ethridge, Rosenbaum; John J. Gillin Jr., WOW; John Shepard 3rd, WNAC; William J. Scripps, WWJ; John A. Kennedy, WCHS; H. K. Carpenter, WHK; H. C. Wilder, WSYR; I. R. Lounsberry, WGR; Arthur B. Church, KMBC; L. B. Wilson, WCKY; George W. Norton, Jr., WAVE; Harry Stone, WSM, Edgar Bill, WMBD, Jack Howard, Scripps-Howard Radio.

Program for Chain-Monopoly Inquiry Being Drawn; Burns Counsel For CBS

PREPARATIONS for the "chain-monopoly" investigation of broadcasting, slated for hearing this fall, are under way both within the FCC and the industry.

In addition to preliminary work of the networks themselves, Independent Radio Network Affiliates, representing stations on the chains, plans to put in its own case. NAB participation, at this stage, probably will be only perfunctory.

John J. Burns, former general counsel of the Securities and Exchange Commission, has been retained by CBS as its chief counsel. His associate, Sam Becker, former FCC special counsel for the A. T. & T. investigation, may also participate.

While the FCC is busy preparing basic data for the hearings under William J. Dempsey, special counsel, nothing concrete has been done in the way of a full-time staff for the task. Mr. Dempsey has been working with various departments of the Commission in preparing the preliminary data.

Delay is Possible

With Chairman Frank R. McNinch expected to return to his desk soon, after a month's enforced rest at a local hospital, it is expected the special committee of the FCC will immediately plunge into the task of directing the preparatory operations. In addition to Chairman McNinch, members of the committee are Thad H. Brown, vice-chairman; and Commissioners E. O. Sykes and Paul A. Walker.

While Chairman McNinch, just before his admission to the Naval Hospital in Washington, declared actual hearings on the chain-monopoly study would get under way "the first of September", it is hardly expected it will start that soon. At least 30 days' notice will be given the parties involved to prepare for the hearings.

Moreover, while the issues are established under the order adopted March 18, it is likely a formal notice of hearing will be issued with appearances requested from all parties in interest prior to the actual opening of the hearings.

The objective is to inquire into all phases of network operations and contractual relationships with affiliates as well as with such issues as competition in broadcasting, multiple ownership and operation of stations and, broadly, the whole subject of relationship between networks and affiliates. Duplication of general programs, exclusive contracts, clearance of program material at the source, and ownership, operation and lease of stations have been cited in particular.

Preparations for NBC are being handled by Philip J. Hennessey Jr., NBC Washington attorney.

For MBS, Louis G. Caldwell, former Radio Commission general counsel is handling the preparatory work.

Goodyear Tire Seeking *Farm & Home* Segment; Firestone Farm Series

CARRIED sustaining for the last 10 years despite repeated offers of sponsorship, NBC's *Farm & Home Hour* may have its last 15 minutes sponsored by Goodyear Tire & Rubber Co., Akron, after Daylight Saving Time terminates Sept. 26. Starting that date, the *Goodyear Farm Service*, featuring farm news commentators, would be heard on the Red Network from 1:15 to 1:30 p. m. (EST). Arthur Kudned Inc., New York, is agency.

The first 45 minutes would be sustaining from 12:30 to 1:15 p. m. The *Farm & Home Hour* recently celebrated its 3,000th broadcast. At one time Ford Motor Co. sought its sponsorship.

According to NBC, the contract had not been signed July 29, announcement of the negotiations having been premature.

Firestone Tire & Rubber Co., Akron, is continuing its transcribed series of interviews with authorities on soil, stock, crops, farm construction and other subjects of interest to farmers throughout the fall. The quarter-hour WBS-recorded programs are broadcast twice weekly on some 80 stations in agricultural areas. Fall series will begin the week of Aug. 14 on all stations, the 25 stations which began carrying the first series in April having been without these programs for the past few weeks, while stations that were added later in the spring completed their broadcasting of the first 26 programs. Series is placed through Sweeney & James Co., Cleveland.

Two Join Rambeau

WILLIAM G. RAMBEAU, head of the representative organization bearing his name, announced July 29 that Allen W. Kerr, veteran radio salesman, has been added to his New York staff, and that George J. O'Leary has joined the Chicago sales staff. Mr. Kerr is a former magazine advertising salesman and a former publisher. Mr. O'Leary has been in agency work as copywriter and account executive, including assignments dealing with radio. He was with Ruthrauff & Ryan for eight years and prior to that was in the automotive, electrical appliance and book publishing fields.

KEX-KOB to Full Time

FULL time operation on an experimental basis for KEX, Portland, Ore., and KOB, Albuquerque, N. M., was authorized by the FCC in a decision July 28. The decision authorizes a 30-day trial period with directional antennas, which the station operators expect to have ready to begin by Sept. 1. At present they operate full-time daytime only on their common frequency of 1180 kc., but must share time at night. KOB uses 10,000 watts and KEX 5,000.

QUAKER OATS Co., Chicago, has purchased *Tommy Riggs & Betty Lou*, of the *Rudy Vallee Hour*. [BROADCASTING, July 15] and will start the half-hour variety show on Sept. 26, using 70 NBC-Red stations. Ruthrauff & Ryan, Chicago, is agency.

BRIDGEPORT GIVEN BASEBALL RIGHTS

HAVING obtained permission from the National as well as the American League to broadcast the home games of the Boston major league teams for the remainder of the season, WICC, Bridgeport, on July 26 joined 13 other stations of the Colonial Network in carrying Fred Hoey's account of the Boston National League game. WICC's belated entry into the baseball broadcasting picture was due to the previous refusal of the New York clubs to waive the 50-mile rule that permitted them to extend their ban on baseball broadcasting to all points within a 50-mile radius of New York, which barely includes Bridgeport. Both leagues have now rescinded the rule, however, and WICC will henceforth be a part of the network carrying the home games of both Boston clubs under the sponsorship of Kellogg Co., Battle Creek cornflake manufacturer.

Queried about broadcasting possibilities for the New York Giants and Brooklyn Dodgers in 1939, when the nonradio agreement between these teams and the New York Yankees will have expired, Ford Frick, National League president, refused to comment, saying that it was a purely local matter to be settled by the clubs concerned. Leading New York sports writers report that various commercial offers have been made to all three teams, but that the Yankees have more or less discouraged would-be sponsors by an asking price of $100,000 for a year's broadcasting rights. Both the Giants and the Dodgers are said to be willing to waive the ban on broadcasting at much more reasonable figures, with the Brooklyn team leading the way. An official of the Brooklyn club definitely said that radio was under serious consideration in the team's 1939 plans.

Grimm Signed by WBBM As Baseball Announcer

CHARLIE GRIMM, who was replaced July 20 by Gabby Hartnett as manager of the Chicago Cubs, has joined WBBM, Chicago, as sportscaster, according to an announcement July 22 by H. Leslie Atlass, CBS vice-president. Grimm's salary as Cub manager was estimated at $20,000, but Mr. Atlass has declined to reveal what salary Grimm will receive as an announcer, declaring that "it will be substantial". Grimm will share the daily play-by-play sportscasts with Pat Flanagan, baseball announcer.

Grimm appeared on a coast-to-coast CBS network July 24 in a discussion of reports of front office interference in the management of the Cubs and gave the reasons back of his dismissal as manager. WBBM scored a scoop July 20 when it broadcast an interview with Grimm and Hartnett 35 minutes after the Wrigley shift had been announced. John Harrington, WBBM sports reviewer and Jim Crusinberry, WBBM sports editor, handled the interview. Although Grimm has had no experience in broadcasting he is said to possess unusual talent as an entertainer and an excellent baritone voice.

BOB'S AND JUDY'S COTTAGE

Serves as a Radio Studio in Its Formative Weeks Under WAPI Sponsorship Project

RADIO proved its case as an effective advertising medium for real estate in the recent promotion of *Bob's & Judy's Cottage in the Air*, by WAPI, Birmingham, Ala.

The idea was to have a young married couple actually build a home and describe their hopes and experiences as they went along. It proved a good idea and was sold to several cooperating agencies, including a real estate concern, architect, building contractor and building material dealers, who jointly bore the cost of the promotion.

Programs for 15 Weeks

The series ran for a period of 15 weeks at 4:30 p. m. 15 minutes each weekday except Monday and at 10 a. m. Sunday. The radio program let the public in on the plans of the young couple from their first decision to build a "cottage small by a waterfall," then told of their selection of lot, architect and contractor, and finally detailed step by step the construction. People went out in droves to observe the home under construction. On completion, radio programs were put on direct from the home itself and open house held for a period of two weeks. Thousands visited the bungalow and evinced the greatest interest in its unique features. Judy herself was on hand to act as host to the visitors, refreshments were served and a band concert in the garden patio was broadcast daily over the station.

The house itself is as novel as the radio program which told of its building. It is a California type bungalow, located in Arlington Place, a development of the Montgomery Real Estate Co., and the Arlington Realty Co. The house is in effect built around the garden patio with three sets of French doors opening from the living room and from the sun room onto it.

The radio program was put on in dialogue style by Burtt McKee as *Bob* and Mary Collet Black as *Judy*, both well-known actors. There were 78 scripts in all.

Alleged Pirating of Pirates' Contests Argued in Pittsburgh Injunction Plea

ALLEGED "bootleg" baseball broadcasts came under judicial scrutiny July 26 when an application for a preliminary injunction against KQV, Pittsburgh, was asked in U. S. District Court for Western Pennsylvania by the Pittsburgh Athletic Co., General Mills, Socony-Vacuum Oil Co., and NBC.

Federal District Judge F. P. Schoonmaker, at the conclusion of the hearing, took the matter under advisement but indicated his decision might be expected shortly.

The injunction request is the first step in a $100,000 civil action being pressed by the plaintiffs against KQV for its alleged "pirating" of play-by-play broadcasts sponsored jointly by General Mills and Socony over KDKA and WWSW, Pittsburgh. [BROADCASTING, July 15].

At the July 26 hearing KQV stipulated that it had discontinued and would not resume broadcasts of out-of-town games of the Pittsburgh Pirates, said to have been lifted from authorized broadcasts over KDKA sponsored by General Mills and Socony. It was believed that in view of this KQV concession Judge Schoonmaker might deem a preliminary injunction unnecessary on that phase of the case.

As to home games of the Pirates, played at Forbes Field, KQV said the information for its play-by-play accounts was obtained by observation from vantage points outside Forbes Field and insisted that it had a right to use such material despite plaintiffs' rights. However, S. E. Watters, president and secretary of Pittsburgh Athletic Co., has commented that Forbes Field is so situated that no person outside the field or grandstand can observe enough of the action of games to give an accurate and comprehensive description, "such as is being broadcast by KQV".

General Mills has a contract with the Pittsburgh Athletic Co., owner of the Pirates ball club, for exclusive broadcasts of both home and away games. Socony is co-sponsor of away games broadcast on KDKA. For these broadcasts, the sponsors also have exclusive privilege to use Western Union play-by-play wire reports of the games for radio broadcast.

Representing plaintiffs at the July 26 proceedings were Bethuel M. Webster, New York, former general counsel of the Federal Radio Commission, Roy G. Bostwick, Pittsburgh, and Louis F. Carroll, New York.

Although General Mills only recently received from the Pittsburgh Pirates the right to broadcast home, as well as away games, both the ball club and the sponsor recognized in their application for injunction that full benefits of such baseball broadcasts lay in their exclusiveness. It was pointed out that infringement of this right by other stations, as in the case of KQV, destroyed much of their commercial value and would probably lead to modification and curtailment of this type of radio activity, particularly by General Mills, at present the largest sponsor of baseball broadcasts.

In the bill of particulars, Henry A. Bellows, public relations director of General Mills, and former CBS vice-president, pointed out that these broadcasts for his company during the 1938 season represent a cost of $1,221,787, of which $414,750 is paid to the individual baseball clubs for the privilege of exclusive broadcast, along with $807,037 for broadcasting facilities. During the 1937 season, he added, the total cost of all baseball broadcasts sponsored solely or jointly by General Mills was $1,049,303, of which $348,339 was paid to the clubs for game nights.

General Mills, he continued, has agreed to pay $17,500 for the exclusive right to broadcast 1938 away games of the Pittsburgh Pirates, and its option, recently taken up, on home games, specifies $15,000 as the exclusive broadcast fee. His company, he declared, "would certainly not pay nearly as much as $32,500 to broadcast the home *and* away games, if the exclusive feature of its contract with Pittsburgh Athletic Co. cannot be maintained."

Socony, according to Eben Griffiths, advertising manager, in 1935 spent $100,000 on baseball broadcasts; in 1937, $400,000, and for 1938 has contracted for $575,000. Also, as with General Mills, Socony spends substantial sums in training special announcers. It has invested about $23,000 in its Pirates contract, he said.

* * *

A BAN against the broadcasting of home games, in force from the start of baseball broadcasting, was lifted July 15 by William E. Benswanger, president of the Pittsburgh Pirates. All home games except on Sundays and holidays for the remainder of the season will be sponsored by General Mills and Socony Vacuum Oil Co. over KDKA and WWSW.

In announcing the decision, President Benswanger said it had been made because of the belief of the Pirates management that if there are home game broadcasts in Pittsburgh "local fans are entitled to receive a first-class play-by-play description of the games from the field."

The action was hailed by KQV, Pittsburgh, as a "victory", claiming its broadcasts of home games has forced the Pirates to make the decision. In a news release the station said that at the start of the 1938 season the Pirates sold the rights of the abroad baseball games to a rival station and did not allow home game broadcasts. KQV, in an unrevealed way, began broadcasts of the inning-by-inning reports of the home game.

WHEN Charlie Grimm joined WBBM, Chicago, as sportscaster on July 22, Pat Flanagan, veteran WBBM baseball announcer leaned over Charlie's shoulder and gave him a few pointers on the art of sportscasting.

Legion Ball Series

WBT, Charlotte, N. C., has signed for the third season with General Mills (Wheaties) to broadcast the entire American Legion Junior Baseball series in North Carolina which began July 19 and continues into September. Lee Kirby, WBT sports announcer, is handling the series, with remote pickup for local games, and wire reports of out-of-town contests. Knox-Reeves Adv. Agency, Minneapolis, is agency.

The Housing Boom That KFPW Built

Noncommercial Project Grows Into A Source of Many Sponsors

By JIMMIE BARRY

Advertising Manager, KFPW, Fort Smith, Ark.

WHEN KFPW, in Fort Smith, Ark., decided to dabble in the housing business, it didn't know what it was getting into. It didn't know that building firms sometimes snarl at each other. It didn't know that many people aren't interested in new housing. It didn't know that they are scared of getting a bad housing deal. Best of all, it didn't know that it was stirring up a lot of new business for itself by building the houses on an impartial and noncommercial basis. Now KFPW and Manager John A. England know that noncommercialism can pay, and pay handsomely, for building materials now rank next to foods in volume.

SINCE 1930, when KFPW came on the air in Fort Smith, John A. England, president and general manager, had been searching for an idea that would serve as a public service of outstanding magnitude. No floods on the Arkansas River in the vicinity of Fort Smith ever reached a stage where emergency radio service would be of special value.

Mr. Barry

Of course, KFPW cooperated with the Community Chest, the annual rodeo and other civic activities—but so did the newspapers. The people of this Southwestern city had few ills that radio might help. The regular reporting of many hours of farm information bulletin broadcasts in the license application blanks made us feel like we justified our existence but there was nothing big and different to encourage extra chest expansion. Our good intentions seemed doomed to oblivion for want of an idea.

Stagnation in Housing

Finally, in 1936, a conversation with a local realtor revealed the fact that there was a great need for homes but that home building was at a standstill. "If," said the realtor, "anyone could find a way to stimulate home building it would put thousands of men to work and everything here would improve." The Federal Government was of the same opinion and was trying to encourage home building with FHA and insured deposit building and loan associations. Here was the idea we had been waiting for . . . right under KFPW's nose.

Mr. England

The rest is history. Mr. England instructed me to create the largest and best advertising campaign within my ability. The campaign was to advertise the value, advantages and joys of home building and home ownership. The entire campaign was to be given to the building trades, material dealers, material manufacturers, real estate men, etc. with the compliments of KFPW. No commercial tieups, no contributions, donations or outside assistance. KFPW was to be godfather to the big building industry with its many unemployed people.

As soon as the campaign was under way, our education started coming very fast. We had not had much contact with the building industry. Our total advertising in this field had only amounted to $144 worth of widely varied spot announcements in the six months prior to the campaign. We were babes in the woods, very dense woods.

We found building material dealers were an important key to any activity and they didn't get along very well among themselves. Some couldn't get in the same room with others without wanting to fight.

We learned there were three reasons why home building was at a standstill, namely:

1. Lack of interest in a new home. In other words, lack of knowledge about the advantages of modern conveniences, heating, lighting, and the peace of mind that comes through home ownership.

2. Lack of knowledge about building and financing.

3. Fear of being cheated in home building dealings.

Radio advertising on our part would strike at the root of these ills but we needed something more substantial and tangible to use as a lever. This finding led us to the idea of building model exhibition homes in connection with the radio campaign. In building homes we could spend money with nearly all of the dealers and that would make them interested. The model homes would serve as real demonstrations to the public of the ideas we were talking about on the radio. Thus, in the fall of 1936 we started building our first model home and, of course, we bought materials.

We purchased from 30 different firms, including all of the different groups and cliques. Of these, 12 later bought radio advertising voluntarily.

Promptly Sold

The first house followed the general plan of Purdue University's $5,000 prize home, described in the July 1936 issue of *Ladies Home Journal*. About 10,000 persons went through it during the public showing in February 1937, and it was promptly sold to a private party without loss.

The second home, completed and shown one year later, in March 1938, was purchased by a private party before it was finished at no loss to KFPW. Material and service contracts were divided into 56 parts in order that we could purchase something from almost everyone. Of these, 23 were advertisers or became advertisers later.

Looking back over our experience, our "noncommercial" attitude seems to have been the strongest from an advertising selling viewpoint. If we had made exclusive material purchase and advertising contracts and focused the attention on the public showings (more than the year-round building campaign) we would have only had a short advertising season each time a home was shown. This is probably satisfactory to a newspaper because a newspaper can produce a special edition with extra hundreds or thousands of dollars worth of advertising but for a radio station only long-time contracts produce sizable volume.

The Service Aspect

Our public showings were strictly noncommercial. We did not permit advertising signs, salesmen or mechanical salestalks. Our hostesses served as guides and merely answered questions about the properties. As a service to the visitors we gave each guest a circular containing an alphabetical list of the products and the firms supplying the products. The homes were completely furnished and the visitors went through roped off areas with building paper protecting the floors. Suppliers reported sales running into thousands of dollars immediately following the showings. KFPW received hundreds of calls and visits from prospective builders who asked everything from what to say to the finance company to questions on color schemes. We came to the conclusion that the public knows very little about home building and welcomes a sincere, genuine effort to offer assistance.

Advertising has included: Insulation, furnace (winter air-conditioning system), summer air-conditioning systems, linoleum, lumber, paint and wallpaper, plumbing fixtures, ready mixed concrete, wall tile, roofing, mirrors, realtor, building & loan association, sheet metal work, termite proofing, electric products and lighting—with stimulation of such lines as radios, refrigeration, furniture, etc.

Needless to say, the campaign is continuing and in the fall of this year we will start our third model home. This time, we are going to dip into the $2,500 class which should have even greater public service than our previous homes in the $5,000 class. We have given serious thought to a $1,000 home. Such a home would appeal to millions because it could be bought for $100 down and about $10 per month. There is a great opportunity for public service in home building education work.

Syracuse Slogans

WITH A NEW "goodwill station-break" policy, WSYR, Syracuse, is promoting the city, its leading industries and the station's major programs simultaneously by announcements, written by Ray Servatius, WSYR continuity chief, like "WSYR, Syracuse. The Convention City", "WSYR, Syracuse. Choice of successful advertisers," "WSYR, Syracuse. Choice of Syracuse University," "WSYR, Syracuse. The scoop station on sports and news. Keep tuned in."

THE SECOND home built by KFPW, Fort Smith, Ark., and, like the first, quickly sold without loss and with sponsorial success. KFPW is now trying $2,500 homes, may go into the $1,000 class.

Network Contract Ratified by AFRA

NBC and CBS Pact in Effect; MBS Negotiation Planned

THE contract signed July 12 between the American Federation of Radio Artists and NBC and CBS covering wages conditions of employment for actors and singers employed on network sustaining programs [BROADCASTING, July 15] having been ratified by AFRA locals in New York, Chicago, Los Angeles and San Francisco, location of network originating stations, it now becomes effective Aug. 7. While a similar contract will be negotiated with MBS for artists on its programs, no meetings have been held or scheduled between AFRA and Mutual executives as yet.

At present AFRA is working on a contract covering NBC announcers which is expected to be completed and signed within a few days. Immediate resumption of negotiations with the American Association of Advertising Agencies for a standard contract covering artists employed on network commercials is also planned. A number of meetings were held early in the year, but were discontinued several months ago while AFRA officials devoted all their attention to completing the network contracts. While the AAAA cannot bind its members, it can negotiate for them and recommend that its accomplishments be accepted by the individual agencies in much the same manner as the committees who represented the network and independent stations in negotiating standard contracts with the American Federation of Musicians obtained the best terms they could and then recommended that the stations accept them in drawing up their individual contracts.

Announcer Snag

A new contract has been signed with WCFL, Chicago Federation of Labor station, running for one year from September and covering all actors, singers and announcers employed by the station. Previous contract was for announcers only. Contract calls for minimum scale, 5-day, 40-hour week, overtime, vacation, sick leave, arbitration of disputes, and an AFRA shop. Two new locals have been added to AFRA rolls, in Birmingham, Ala., and Hamilton, Ont.

In St. Louis, AFRA negotiations with stations KMOX, KSD, KWK, WEW and WIL reached a snag over the question of whether actors, singers and announcers can be lumped together into a single collective bargaining unit. AFRA claims jurisdiction over all persons appearing before the microphone with the exception of union musicians, whereas the St. Louis stations hold that announcers are "confidential employes" and should not be grouped with actors and singers. Question of effect of AFRA control of announcers on one who might try to obtain work in St. Paul, where announcers have been taken into the Newspaper Guild, a CIO affiliate (AFRA is AFL) was also raised. Regional office of the National Labor Relations Board was asked to define the proper bargaining unit for station talent and Dorothea de Schweinitz, regional director, has requested the NLRB Washington headquarters to send a trial examiner to St. Louis to hold a hearing. Despite disagreements, all relations between station and AFRA officials have remained friendly, it is reported.

A'FISHIN' THEY DID GO, and with excellent results. Top photo shows part of catch of 26 tuna, weighing from 40 to 75 lb., caught by group including prominent radio men angling out of Freeport, Long Island, in July. Left to right are Wallen J. Haenlein; H. Preston Peters, Free & Peters; Capt. Ben Elderd; Robert Rankin, v. p., William H. Rankin Co.; Russel Woodward, Herbert McCord, and Robert G. Patt, all of Free & Peters. Lower left photo shows John Livingston, Los Angeles International Radio Sales rep (left) and Art McDonald, KEHE account executive, with string of crappies caught in Lake Henshaw, near San Diego, Cal. Edward Codel (lower right) salesman of WBAL, Baltimore, shows two of a large pollock catch off Liverpool, Nova Scotia.

GOP Names Church

WELLS (Ted) CHURCH, formerly in both newspaper and broadcasting work, on July 19 became director of radio for the Republican National Committee and assistant to Franklin Waltman, director of publicity. Mr. Church entered radio in 1931, joining CBS as its publicity director in Washington. Later he became WJSV program manager and assistant to Washington Vice-President Harry C. Butcher. He left CBS in July, 1936, joining the Republican National Committee headquarters in Chicago and served until the end of the campaign that year. Subsequently he joined NBC's New York publicity staff and resigned to undertake commercial radio production duties, with the Kate Smith organization. Before joining CBS he was on the Washington staff of the *New York Herald-Tribune* and previously had been with the United Press.

Big Game Angler

MAJOR Gladstone Murray, managing director of the Canadian Broadcasting Corp., who caught a 533-pound giant tuna last summer off Liverpool, Novia Scotia, has been designated an alternate member of the Canadian team participating in the International Tuna Tournament at Liverpool Aug. 27-29. Teams of American and Cuban big game anglers will compete against the Canadians.

Wrigley Net Plans

WM. WRIGLEY JR. Co., Chicago (Spearmint chewing gum), will start a dramatic serial on about eight CBS stations in New England in mid-August, according to reliable sources. New England stations now carrying *Scattergood Baines* will replace it with the new show. It is understood that Neisser-Meyerhoff, Chicago, is agency.

UNIVERSITY of Illinois' station, WILL, has been authorized by the FCC to increase its daytime power to 5,000 watts on its 580 kc. channel.

Phil Hennessey Resigns From NBC's Legal Staff To Start Own Practice

PHILIP J. HENNESSEY Jr., NBC staff attorney in Washington, has resigned, effective Aug. 1 to enter private practice of law in Washington, specializing in radio.

After a vacation, Mr. Hennessey on Sept. 1 will open offices in the Woodward Bldg., 15th & H Sts. He will represent NBC-owned and operated stations, as well as the networks, on a retainer basis, but will not be attached to its legal staff.

Bachrach
Mr. Hennessey

Mr. Hennessey has been an NBC attorney since 1929, when he became a member of the New York legal staff under A. L. Ashby, vice-president and general counsel. In that post he handled every type of radio litigation including the Washington work before the FCC. In October 1935, he was transferred permanently to Washington, under Frank M. Russell, Washington vice-president. In that capacity, he represented NBC in all FCC matters. Last winter he was the NBC observer at the Interamerican Radio Conference in Havana.

Mr. Hennessey is a native of Salem, Mass., a suburb of Boston. He graduated from Boston University College of Liberal Arts in 1923 and from its law school five years later. He spent a year in general practice in Boston before joining NBC in 1929. He is 37 years old.

John Hurley, formerly an announcer on the WRC-WMAL staff in Washington, has been transferred to Vice-President Russell's office as legal assistant. Mr. Hurley graduated from Georgetown University Law School this year but passed the District of Columbia Bar a year ago.

Gruen's Local Discs

GRUEN WATCH Co., Cincinnati, launching its new season with a sales convention in Cincinnati July 7 where it announced the slogan *Gifts From Your Jeweler Are Gifts at Their Best*, has included a jeweler's radio advertising service to function similarly to a newspaper mat service. Conceived by Frank M. Smith, advertising manager and onetime sales manager of WLW, the plan involves a 13-week series of high-quality transcriptions to be furnished free of charge to local dealers for local placement. The discs will be furnished complete with suggested commercial copy, publicity material and merchandising ideas. The Gruen convention banquet was broadcast by WCKY, Cincinnati.

Foulds to Place

GROCERY STORE Products Sales Co., New York (Foulds macaroni), will use spot radio in the midwest this fall, chiefly participating in domestic science programs to begin in late September, with spot announcements on a few other stations filled in in October, according to Harold Lance, advertising manager. Ruthrauff & Ryan, New York, was recently appointed to direct this company's advertising.

- consistent "listener-first" policies
- aggressive public relations activities
- finest technical facilities

plus CBS attractions and superior showmanship keep

KOIN FIRST CHOICE

in PORTLAND, OREGON

● No Medical . . No Alcoholic Beverages, etc.

KOIN is the only station in Portland (except its sister station, KALE) which so considers its listeners' preference as to reject all spot medical, dental, liquor, beer, wine, and "small loan" advertising.

● Wins Showmanship Recognition

Showmanship is a part of KOIN's daily operation. From time to time its dominance in the Portland territory receives such recognition as "Variety" survey "firsts", and the McNinch Award for National Air Mail Week.

● Only CBS Outlet

KOIN is the only CBS outlet for the fertile 120,000 square mile market of Oregon and Southern Washington.

● 50,000 Personal Contacts

KOIN is the only station in Portland which for five years has carried on aggressive public relations activities (over 50,000 people have listened to KOIN's "personal appearance" message in more than 250 meetings in the five seasons).

● Produces Network Shows

KOIN consistently maintains the largest production staff in the Pacific Northwest and releases a regular schedule of important programs to both the Coast and nationwide Columbia networks.

● New Half-Wave Antenna

540 foot "IDECO" anti-fading half-wave vertical radiator with 22 acres of copper ground. Service commenced in May.

KOIN

THE JOURNAL

. . . and it's a good market—consistently sound and reliable as to spending power, with no floods, cyclones or droughts to disrupt its tremendous agricultural income . . . *and the 1938 "Joint Committee on Radio Research" report shows that 95% OF ALL HOMES HAVE RADIOS* (highest figure in United States 13% higher than the U. S. average).

FREE and PETERS . . National Representatives

Renewed Interest Shown by Radio In Rural Market

Broadcasts Offer an Excellent Entry to Productive Group

By GEORGE C. BIGGAR
Program Director, WLS, Chicago

RECENT interest in the farmer as a radio listener is easily understood when it is considered that farm people, as a group, make up approximately one-third of our total population and produce several billions in new wealth annually—estimated at $8,500,000,000 in 1937. Sixty-nine out of every 100 farm homes are radio-equipped, according to a recent estimate. Several highly productive States boast from 73 to 94% radio ownership on farms.

When you come right down to it, is there any one group of people whom radio can serve more efficiently than farm folks?

Scattered over the length and breadth of our country, these millions of farms are combination business, manufacturing and consuming establishments. Many of these "farm factories" represent greater investments and realize greater annual incomes than numerous small businesses in towns and cities.

An Ideal Medium

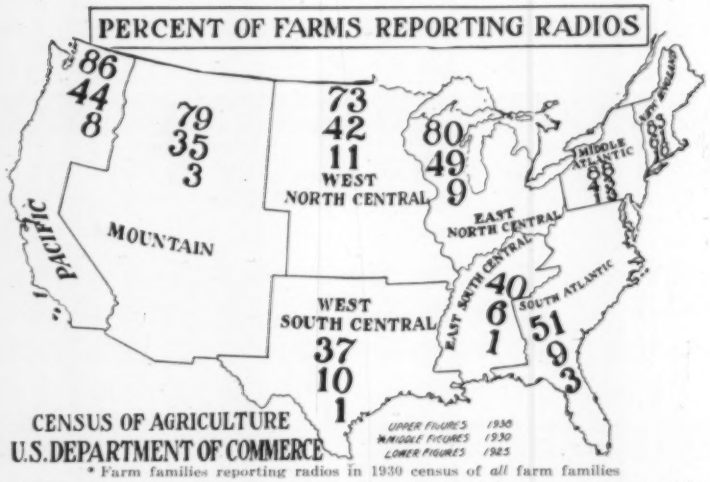
No industry can serve the farm better than radio with its market and weather reports to aid in production and marketing; news reports to inform the farmer as quickly as his city brother; education and entertainment to make for better farm living. Following rural free delivery, the telephone, automobile and hard roads, radio has probably done more than anything else to eliminate rural isolation.

Ever since April 12, 1924, when this station went on the air, the major operations of WLS have been predicated upon the fact that the farmer and his family are human beings. Even as far back as 1921, Prairie Farmer foresaw the importance of radio as a disseminator of farm economic information, experimenting with market reports by code through a U. S. Naval Station.

In building programs for a great rural audience, WLS has found, curiously enough, that it has struck responsive chords in countless urban hearts. Proof of metropolitan and smaller city audience has been most evident in mail response, in attendance at theatres where WLS artists appeared and in sales results.

WLS is certain that farm people were among the very first to discover the real meaning and value of "personalities" in radio and they have insisted upon them ever since. And we have no doubt but that rural families have done more than any other one class of listeners to discourage artificiality, ultra-sophistication, trash, and bad taste on radio programs. Recent listener surveys show a surprising similarity in program preference between the rank and file of rural and city people.

No—the American farm market cannot be ignored. General prosperity is dependent upon the welfare of the people who live on farms, for the soil is our greatest source of new wealth.



* Farm families reporting radios in 1930 census of *all* farm families

EDITOR'S NOTE: The 62% nationwide estimate of farm radio ownership compares with the 69% rural radio ownership estimated by the Joint Committee on Radio Research in its January 1, 1938 analysis. [BROADCASTING, May 15]. The Census estimate is based strictly on farm ownership, while the Joint Committee, in its rural estimate, includes all communities with less than 2,500 population, as well as farms, in its rural count.

Marked Increase in Radios on Farms Is Shown in Survey by Census Bureau

By Z. R. PETTET
Chief Statistician for Agriculture
U. S. Bureau of the Census

THE RADIO presents the most striking example of history, written in census figures, that has come to our attention recently. A summary just completed, preliminary to the Census of 1940, presents the proportion of farmers in each region having radios on Jan. 1, 1925, April 1, 1930, and Jan. 1, 1938. Records given are those of identical counties in order to enable a fair comparison.

The East South Central States recorded about 1% of operators owning radios in 1925. This rose to 6% in 1930 and 40% in 1938. The region with the greatest proportion of farm radio users in 1925, the New England States, showed a rise from 18% in that year to 61% in 1930 and 83% in 1938. The consistent increase in radio ownership through the period in each region is a matter of exceptional interest in that it indicates a continued advance and furnishes evidence of the stability of the figures.

Measure of Scale of Living

Farm facilities furnish a like record of a rise in the scale of living but much less marked than in the case of the radio. The percentage of farmers having these facilities, such as telephones, electric lights, running water in the home, automobiles, gas engines etc., is often used as a measure of the scale or level of living of the rural population. Now the radio has broken into the list of indicators and bids fair to offer a still more accurate and satisfactory register, not only of progress but of potential markets.

Wide differences between town and country use of the radios must be considered in using the figures quoted. This is a point generally overlooked and is of special importance where there is a high percentage of tenancy. The number of farm tenants having radios is much less than that of owners.

Dozens of the keenest advertising experts are now following farm statistics closely, not only to develop radio markets but to check and measure farm buying power. Many economists believe that the farm market forms the basis of the national economic machine.

In using the results of the 1938 summary it must be remembered that it covers a relatively small sample, 3,000 farms in 40 States. Therefore, the 1938 survey results are merely rough indications of trends and should not be considered as having any great degree of precision. The tabulations of the other items of this special survey, however, have shown a great degree of stability and comparability, indicating that the sample is an excellent one. The regular census statistics of 1925 and 1930 are, of course, full and satisfactory enumerations as they are the results of a complete house-to-house canvass made of each farm in the United States by more than 26,000 enumerators. The next complete census will be taken in 1940. The preliminary or trial schedules of that census were used in obtaining the 1938 figures quoted.

Similar reports for other items based upon this cooperative survey of the Department of Agriculture and the Department of Commerce have been issued, including obsolescence of farm automobiles, trucks, and tractors; back-to-the-farm movement; cooperative sales and purchases; and non-farm income. Reports for additional items appearing on the trial schedule will be published if the demand warrants. For the special survey reports and those relating to the basic figures of the 1935 Census of Agriculture, address Agr. Division T-9, Bureau of the Census, Department of Commerce, Washington.

Dr. Caldwell on 45

DR. W. B. CALDWELL, Monticello, Ill. (syrup pepsin), will start *Monticello Party Line*, five weekly transcriptions, Sept. 5 on about 45 stations in a national campaign. Cramer-Krasselt Co., Milwaukee, is agency.

Miller Offers Radio Aid In National Health Drive

THAT radio will gladly cooperate in any national health program finally evolved, was the assurance given delegates to the National Health Conference in Washington July 20 by Neville Miller, NAB president. Making his first public address since assuming the NAB helm, Mr. Miller declared the industry did not want to become involved in any of the controversies surrounding proposals for public health but was more than willing to assist any such important project once it is agreed upon and undertaken.

Mr. Miller on July 26 addressed the section on municipal law of the American Bar Association convention in Cleveland, but did not discuss radio. He spoke on subjects growing out of his experience as former Mayor of Louisville. While attending the convention he conferred with George W. Norton Jr., owner of WAVE, Louisville, chairman of the NAB Law Committee who was recently appointed to the press-radio-bar committee named to inquire into the matter of courtroom broadcasts.

Cisler Buys Into WGRC

ANNOUNCING that he has negotiated to purchase a block of the stock of WGRC, New Albany, Ind., 250-watt daytime station on 1370 kc., Steve Cisler, general manager of KTHS, Hot Springs, Ark., said he has assigned J. Porter Smith to that station, located just across the Ohio River from Louisville, as commercial manager starting Aug. 1. Mr. Smith formerly was associated with Mr. Cisler at WATL, Atlanta, and WSIX, Nashville. The deal for the stock purchase will require FCC approval. Mr. Cisler and H. A. Shuman, KTHS commercial manager, also entered into negotiations last September to purchase 75% of the stock of WHBB, Selma, Ala., which still awaits FCC approval.

WMSD, Sheffield, Sold

AUTHORITY to transfer control of Muscle Shoals Broadcasting Corp., operating WMSD, Sheffield, Alabama., 100-watter on 1420 kc., to W. M. Liddon, Nashville auto dealer, is sought in an application reported July 21 by the FCC. Dr. Everett L. Chapman, Detroit physician, and Mrs. Chapman, owning 800 or 80% of the shares, propose to sell them for $18,000. Mr. Liddon is not now identified with radio. WMSD has also applied for authority to move its studios locally.

Paul Jones Sports

PHILIP MORRIS & Co. New York (Paul Jones cigarettes), on August 1 was to start a 26-week schedule of news and sports news by the following commentators on these stations: France Laux, KMOX, three quarter-hours weekly; Jack Starr, KMBC, five-minutes weekly; Knox Manning, KNX, two quarter-hours weekly; and John B. Hughes, 4 Don Lee stations, two quarter-hours weekly. Agency is the Biow Co., New York, Regina Schuebel, time-buyer.

DEEMS TAYLOR, music consultant to CBS and commentator on the network's symphonic broadcasts, sailed for Europe on the *Ile de France* July 28.

Now FULL TIME

+ BOTH NBC NETWORKS

25,000 WATTS

The most powerful station between St. Louis, Dallas and Denver, covering the heart of the triangle! More population, more spendable income and more radio sets than any other Oklahoma station!

KVOO is the exclusive NBC station in Tulsa, having *both* NBC network lines direct to the KVOO panel. KVOO has at all times a choice of programs from *either* NBC network . . . the only Oklahoma station with full-time service from both NBC networks . . . one of the most completely programmed stations in the entire southwest!

National Representatives:
EDWARD PETRY & COMPANY, INC.
New York Chicago Detroit
San Francisco Los Angeles

KVOO

The Voice of Oklahoma . . . TULSA

Non-network Pact May Be Extended

Weber Says Action by AFM Depends on Signatures

DECISION on whether to extend the Aug. 1 deadline laid down by the American Federation of Musicians for the completion of contracts between nonnetwork stations and their individual local AFM unions will depend entirely on the progress reported by that date, Joseph N. Weber, AFM president, told BROADCASTING July 27.

More than 180 contracts have been either completed or are in the process of negotiation, he said, and if on Aug. 1 it appears necessary to allow more time for the completion of a majority of contracts the union will probably grant an extension. If, however, that date shows that a large number of independent stations have made no serious attempt to secure contracts the union may go ahead and declare these recalcitrant stations unfair, although such a stringent step is unlikely at this time.

To aid in the settlement of difficulties encountered by WIL, St. Louis, and its local union, Mr. Weber on July 21 conferred with Edgar P. Shutz, commercial manager of WIL and a member of the committee which negotiated the standard agreement for all nonnetwork stations with the AFM board, and with Al Schott and Ken Farmer, business manager and vice-president respectively of the St. Louis local. Details of the discussion were not released, but it was learned that although the problem was not entirely solved the parties returned to St. Louis with the feeling that they would be able to reach an amicable solution in the near future.

The short-term test licenses for makers of transcriptions and phonograph records were mailed out to these companies, with the expectation that there would be no holdouts in accepting them, since they are dated to expire on Sept. 15. At that time long term licenses, probably dated to expire coincidentally with the station contracts, will be issued, with such changes as the trial period has shown necessary. The major points of the licenses were discussed in the July 15 issue of BROADCASTING.

A letter was sent by AFM to all booking agents and personal representatives advising them that the recent AFM convention enacted certain laws affecting the licenses held from the union by the agents. One of these, designed to prevent the monopolization of the air by a few name bands to the exclusion from radio of many local orchestras, reads: "Licensee will not require any employer to book musicians through his agency as a condition for access to radio or to the use of any radio line, and will not advise any employer that any access to radio or to the use of a radio line will be denied or refused unless the facilities of such licensee as a booker are used to procure the services of musicians."

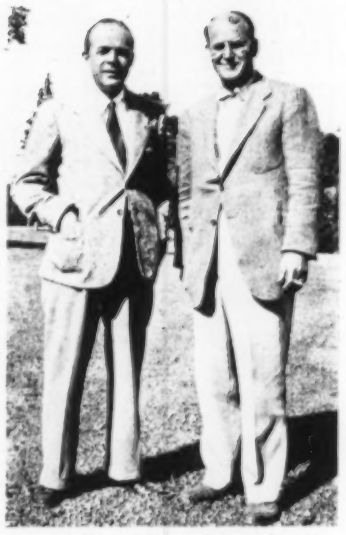
Outlook for a dissolution of the New Orleans deadlock brightened last week with the resumption of negotiations between officials of the New Orleans local and H. Wheelahan, manager of WSMB, leading holdout. Both sides are reported to be in a more conciliatory mood.

New Campbell Show

CAMPBELL SOUP Co., Camden, will build its new fall radio show around William Powell, film actor; Frances Langford and Jean Sablon, it is reported in Hollywood. Ward Wheelock Co., servicing the account, has signed Powell as master-of-ceremonies of the new series, which replaces *Hollywood Hotel* on CBS, starting date of which has not been announced. He will also serve as headliner in a dramatic series embraced in the full-hour show. Miss Langford's contract is still in effect, and with the signing of Sablon, French singer, a new vocal pair will be built up. Raymond Paige's orchestra is thought likely to be used for the new series, although no announcement has been made to that effect.

Lightning Hits WFAS

THE 190-foot vertical antenna of WFAS atop the Roger Smith Hotel, White Plains, N. Y., was struck by lightning during a severe electrical storm July 23. The bolt destroyed the new remote-reading antenna ammeter installation in the tuning house. The station was not on the air at the time, and temporary repairs were made by Chief Engineer Harry Laubenstein before the next scheduled broadcast.



REUNION in Quebec is enjoyed by Reginald Brophy (left), general manager of the Canadian Marconi Co., and Keith Kiggins, who succeeded Mr. Brophy last year as NBC station relations manager. This snapshot being taken at the Seignory Club at Lucerne, Quebec, where Mr. and Mrs. Kiggins were weekend guests of Mr. and Mrs. Brophy.

White Ponders New Senate Resolution For Inquiry Into Broadcast Industry

WHILE he has no "definite thoughts" regarding radio legislation at the next session, Senator White (R-Me.), recognized radio authority of Congress, may reintroduce his resolution for a sweeping investigation of the broadcasting industry and of the FCC with the object of pointing up the existing law.

Senator White, co-author of the original Radio Act of 1927, who collaborated also in the drafting of the present Communications Act, indicated that the outcome of the forthcoming chain-monopoly inquiry by the FCC probably would have an important bearing on his decision. Plans for the hearing are in charge of William J. Dempsey, FCC special counsel. While no definite hearing date has been set, the objective appears to be to hold hearings in the early fall, with legislative recommendations to be made by the first of next year.

More Than Monopoly

"I have assumed I would introduce another resolution providing for a study of radio when Congress next convenes," Senator White told BROADCASTING while in Washington in July. "Whether it will be identical with my last resolution I do not know, for I have not given the matter any real thought."

Senator White declared he felt the joint Congressional-departmental monopoly committee headed by Senator O'Mahoney (D-Wyo.) "with entire propriety" could look into some phases of the broadcasting industry problem. He added, however, that there are " a great many questions of policy which were not related in any way to monopoly and which it seemed to me should be studied either by the Senate Interstate Commerce Committee or by some special committee of the Senate—problems that would not be within the scope of the Monopoly Committee's activities."

Indicating he would watch with interest the work of the FCC Chain-Monopoly Committee, Senator White declared the FCC might get some useful ideas from the studies but "after all they would simply be reexamining to some extent their own actions." Moreover, he declared the FCC is "not a policy-making body".

"All of this means," he declared, "that I haven't any definite thoughts at the present time about the next session, but have rather assumed that I should reintroduce the old resolution or something like it. Developments in the Commission in the meantime might affect somewhat the draft of the resolution."

Senator White's resolution, which died with the last session, was all-inclusive in scope. He repeatedly emphasized in statements on the floor that he did not have in mind a "muckraking" investigation but rather felt there should be changes in the basic law to correct obvious defects. While he has been critical of many practices, his criticism has been directed principally against the FCC's administration of the law rather than any allegations of wrongful practices within the industry. Ranking minority member of the Senate Interstate Commerce Committee, Senator White is highly respected in Congress for his views on radio.

It is presumed there will be hearings involving new radio legislation at the next session, based either on FCC recommendations for changes or on a resolution such as Senator White introduced last session. It is also expected that Senator White will be in supervisory charge.

Reginald Martin Named As Manager of WJNO

REGINALD B. MARTIN, recently engaged in aiding the reorganization of WSIX, Nashville, on Aug. 1 becomes manager of WJNO, West Palm Beach, Fla., local outlet controlled by Jay O'Brien, New York and Florida financier, Jack Draughan, owner of WSIX, takes over active management of that station and has appointed Jim Turner, formerly of WHBQ, Memphis, as program director.

Mr. Martin left Central States Broadcasting System (KOIL, Omaha; KFAB-KFOR, Lincoln), where he was in charge of the Lincoln studios, to join WSIX early this year. A pioneer announcer and sportscaster, he started in radio with WSBT, South Bend, Ind., handling sports while still in high school. While attending the University of Chicago, he was a staff announcer on WGN. Later he became director of WTRC, Elkhart, Ind., and then served successively with WCLS, Joliet, Ill.; WHFC, Cicero, Ill.; WIRE, Indianapolis; WCBS, Springfield, Ill.; WDZ, Tuscola, Ill.; WKBB, Dubuque, Ia., and the Iowa Network.

RCA Sponsors Fight

RCA Victor Division of RCA Mfg. Co., Camden, N. J. (phonographs and records), will sponsor NBC-Blue network's exclusive broadcast of the lightweight championship fight between Lou Ambers, title holder, and Henry Armstrong at the Polo Grounds in New York Aug. 10. Broadcast will start at 10 p. m. and continue to the end of the bout, with Clem McCarthy giving the blow-by-blow account of the fighting and Bill Stern filling in the background detail. Broadcast will be merchandised with window streamers for the company's 13,000 dealers and in newspaper advertisements paid for jointly by the company and individual dealers. Business was placed direct.

Hickock Oil on 11

HICKOCK OIL Co., Toledo (gasoline), thru TransAir Inc., Chicago, on Sept. 26 renews for 39 weeks, its five-weekly quarter-hour transcribed educational adventure series, *Black Flame of the Amazon*, on 11 midwestern stations. The series features Harold Noice, explorer, and was written and produced by J. B. Downie, with cutting by Aerogram Corp., Hollywood. Stations are WXYZ WOOD WFDF WJIM WBCM WGAR WSPD WJW WKBN WHBC WIBM.

Gold Medal Test

GENERAL MILLS, Minneapolis (Gold Medal Kitchen Tested flour), will start a test campaign in an Iowa market Aug. 15 using *Caroline Ellis*, a five-weekly quarter-hour dramatic serial. The show was sold by George Halley, director of program sales of KMBC, Kansas City. Blackett-Sample-Hummert, Chicago, is agency.

OUT of 53,124 homes inventoried by the Scripps-Howard newspapers in a recent market analysis of the 16 cities in which they publish dailies, it was found that 91.4% had household radios. The individual city percentages ranged from 86.1% in Columbus to 95.9% in Pittsburgh.

GET MORE SALES from SPOT RADIO

NO GUESS
LESS WORK
MORE SALES

Here is good news for advertisers and agencies who want to use more "spot" radio because they have found it so effective . . . and for those advertisers who have hesitated to use "spot" radio because they feared its complexity. The Major Market Spot Station plan gives you standardized data on first rank stations located in major markets who have a record for securing results from spot broadcasting. Here are a few statements taken from the many enthusiastic letters we have received from executives of national advertisers and agencies, among them four of the largest radio placing agencies and some of America's largest advertisers.

- "The most aggressively far-sighted conception ever presented to the spot radio business."
- "Standardization of station information that radio advertising has needed for a long time."
- "A sane plan for station and advertiser to more ably sell their wares."
- "Will unquestionably be adopted by forward-looking stations and advertisers."
- "MMSS is a step—or maybe I should say a jump—forward in broadcasting."
- "Will save many thousands of dollars for many large and small concerns."
- "The only really constructive idea I have heard for non-network coverage."
- "I would certainly be inclined to favor the station that is forward-looking enough to participate in such a constructive enterprise."

MAJOR MARKET SPOT STATIONS

- The originals of the letters and many other similar endorsements are in our files. We will be glad to show them to you and to show you, too, how the Major Market Spot Station Plan as the executive of a big New York agency says "is a standardization of information, ideas and presentation that puts spot radio in the 'big league' where it belongs."

REPRESENTED BY

WILLIAM G. RAMBEAU COMPANY

Chicago · New York · Detroit · San Francisco

Preston Appointed To Assist Royal

To Direct NBC Educational Broadcasting Activities

WALTER G. PRESTON Jr., for the past two years director of NBC's general service department, has been appointed assistant to John Royal, vice-president in charge of programs, to have charge of educational broadcasts. The appointment was announced as the first step in a complete reorganization of the network's educational setup along lines laid down by Dr. James Rowland Angell who became educational counsellor of NBC following his retirement as president of Yale a year ago.

Mr. Preston

Plans for reorganization, which call for the establishment of an educational division within the program department, have not been disclosed, and the date of Mr. Preston's assumption of his new duties has not been definitely set. How soon the change is made depends on how rapidly network executives complete formulation of their new educational plans, which have been under consideration for several months, it was stated, with a possibility that they will not be put into effect until the return of Dr. Angell in the fall.

Other Personnel Shifts

Franklin Dunham, who has occupied the post of educational director of NBC, will continue in an important capacity under the new setup. Vincent J. Gilcher, present manager of technical services in NBC's engineering department, will succeed Mr. Preston as head of the general service department, and will himself be succeeded by William A. Clarke, now assistant manager of technical services.

Mr. Preston was educated at Phillips Andover and Yale, did graduate work at Creighton, Chicago and Cincinnati universities, and when Dr. Robert Hutchins was made president of the University of Chicago, Mr. Preston became his assistant. He left the university to become administrative vice-president and director of Bankers Reserve Life Co. Three years ago he joined NBC as assistant to the vice-president and treasurer, and was appointed to his present position in 1936.

Mr. Gilcher has been with NBC's engineering department since 1927, being made plant engineer in charge of design and construction of new studio plants in 1929 and becoming manager of technical services two years ago. He assisted in the design of NBC's old studios at 711 Fifth Ave. and of its present Radio City headquarters.

Accessory Spots

W. G. B. OIL CLARIFIER, Kingston, N. Y., has named Willard G. Myers Adv. Agency, New York, to direct the advertising of the company's filters for automobiles, trucks, buses and tractors, effective Aug. 1. Five, 10 and 15-minute spot programs on about six stations will be used in the fall.

STODDART, THE GLOBE GIRDLER

NBC Engineer's Interest in Both Radio and Flying Led to Selection for Hughes Flight

RICHARD E. STODDART, who made the globe-girdling flight with Howard Hughes as radio operator while on leave of absence from NBC, started his radio career when he was 14. He was born in New York in 1900, and left high school before being graduated to take a course in electrical engineering with the International Correspondence School.

His first job, at 14, was with Richard Pfund, American representative of the Telefunken Wireless Telegraph Co. The company shut down during the war and Stoddart turned to other jobs, finally to one in a shipyard where he became interested in wireless telegraphy. By 1919 he was a radio operator, and continued in this capacity for nearly eight years, working for most of the country's major steamship companies. In 1924 and 1925 Stoddart was on land duty at WST, New London, and WSH, East Moriches, L. I.

After another interval at sea, he became associated with the RCA Chatham radio stations in Massachusetts, and then returned to New York to work for the RCA Bush Terminal station WNY. His next enthusiasm was aeronautics, which led him into a flying circus and a period of barmstorming. Then he bought his first plane and settled in Poughkeepsie, N. Y., where he was instrumental in the establishment of a municipal airport, of which he was made manager.

Subsequently receiving his commercial flying license, Stoddart left Poughkeepsie, returning to Chatham, where he organized the Chatham Air Service. He received his transport license in October, 1929. The market crash and the loss of three planes brought Stoddart back to New York to take an engineering job with NBC, in the Old Times Square studios. On the back of Stoddart's application, George Milne, NBC eastern division engineer, made these notes: "Quiet, acceptable. No broadcast experience, but well recommended. Transport license—250 hours in the air. Owned his plane. May be of use in airplane job in future." When the Radio City studios were opened, he was made a field engineer. In 1936 he went to work for Hughes in preparation for a proposed world flight, which was called off, and he returned to NBC until a year later when he rejoined Hughes to prepare for the recent flight. He is expected to return to NBC about Sept. 1.

Stoddart on July 26 received a gold microphone from Lenox R. Lohr, NBC president, at a luncheon in his honor at Radio City. An illuminated scroll, citing Mr. Stoddart for his contributions to aviation and radio and signed by RCA and NBC officials, accompanied the microphone.

* * *

WITH Howard Hughes and his crew no sooner safely returned from their record-breaking 'round-the-world flight than young Corrigan and his "crate" leave New York for California and turn up in Dublin and the British pickaback plane, *Mercury*, crosses the Atlantic the other way, the major networks for more than a week devoted most of their efforts to keeping the public informed on the progress of the various flyers and to getting this information on the air a minute or two ahead of their rivals. Results

RICHARD E. STODDART

were honors for all for excellent reporting jobs and a fairly impartial distribution of scoops.

On the Hughes flight, Mutual established the first contact with Hughes over the Atlantic, made the first pickups from Moscow and Fairbanks, Alaska, and completely scooped their competitors on the unlooked for Minneapolis landing after the plane had not been heard from for six hours. NBC had exclusive pickups of both arrival at and departure from Paris, a "first" from Berlin and the honor of guiding the Lockheed home on the WEAF beam, with Al Lodwick, Hughes' personal representative, broadcasting directions to the aviator on arrangements for landing. CBS got its revenge by being the first to report the ship's triumphal landing at Floyd Bennet Field, and followed up its advantage with two more "firsts" within the following week, being first to get Douglas Corrigan on the air from Ireland, and first to report the safe arrival of the *Mercury* at Montreal.

Tip From the Folks

NBC scored with the most interesting Corrigan broadcast, the two-way conversation between the young flyer in Dublin and his relatives in Hollywood, with the world listening in while his aunt warned him not to get married until he got home and could get an American girl, and again with the first broadcast interview with the pilot and navigator of the *Mercury*.

Mutual, which did not attempt to cover the second and third flights, rounded up the story of the Hughes adventure with a summary broadcast on the day following his return, reproducing all the highlights of the four days in a single half-hour broadcast, produced by skillful editing of transcriptions made during the network's actual broadcasts during the flight.

Autobridge Testing

AUTOBRIDGE Co., New York (card game), will use programs on two or three New York stations as a test and may expand later. A new company, its agency is Alvin Austin Co., New York.

New Salt Lake Station, KUTA, Signed by NBC; Starts Operation Aug. 1

KUTA, Salt Lake City, full-time 100-watt outlet on 1500 kc., authorized for construction in September 1936, was scheduled to go on the air Aug. 1 and will immediately align with NBC's Mountain Group No. 10, according to an NBC announcement. It will be available as a supplementary outlet only to advertisers using KLO, Ogden. The network rate will be $80 per evening hour. KDYL continues as the basic NBC outlet on Mountain group No. 11.

Partners in the Utah Broadcasting Co., licensee of the station, are Frank C. Carman, who supervised construction and will be manager and chief engineer; Grant Wrathall, engineer with McNary & Chambers, Washington, who designed the equipment; David G. Smith, Salt Lake business man, and Jack Powers, of Salt Lake. Mr. Carman for several years has been chief engineer of KEUB, Price, Utah. Studios are in the Belvidere Hotel. A shunt-fed vertical radiator, 164 feet high, has been installed. Standard Radio and International News Service will be used.

The new Salt Lake station will operate in collaboration with the management of Salt Lake's 50,000-watt KSL, whose director, Earl J. Glade, has entered into a selling arrangement with the Carman group whereby he and the commercial staff of KSL will take charge of all sales, local and national.

Selling Control of KALB

SALE of controlling interest in KALB, Alexandria, La., local outlet on 1210 kc., to William F. Cotton, bakery executive with plants in Shreveport, Baton Rouge and Alexandria, was disclosed in an application made public July 19 by the FCC. The application, requiring FCC approval, shows that Walter H. Allen, an engineer with the city power plant, who owns 53% of the stock in Alexandria Broadcasting Co. Inc., proposes to sell 66¼ shares to Mr. Cotton, representing control. Other stockholders are E. Levy, Alexandria merchant, 42%, and J. B. Nachman, Alexandria banker and attorney, 5%, with Manager H. Vernon Anderson of WJBO, Baton Rouge, a member of the board of directors.

WHLS Starts Aug. 7

WHLS, new 250-watt daytime station on 1370 kc. authorized last March for construction in Port Huron, Mich., begins operation Aug. 7, according to Angus Pfaff, recently with WCBK, Detroit, manager. It will be known as the *Blue Water Station*. The station, using an RCA transmitter and 204-foot Lehigh radiator, is licensed to Herman LeRoy Stevens, local attorney, and his son Harmon LeRoy Stevens, the latter a young University of Michigan graduate who will be active in the station's management.

SO THAT it can carry the night games of the Birmingham Barons baseball club, owned by Ed Norton, chief owner of WAPI, Birmingham, the FCC has authorized WJBD, Tuscaloosa, Ala., to operate full time for the period Aug. 1 to 29. Station is regularly a 250-watt daytime outlet.

1ST IN U.S.A.

10 Electronic FIRSTS by *Western Electric*

1ST. commercial coated filament tube. (The voice frequency repeater tubes used in the transcontinental telephone line.)

1ST. commercial quarter-ampere 1.5 volt filament tube. (The peanut tube.)

1ST. commercial 5, 50 and 250 watt power tubes. (The fore-runners of the popular 205, 211 and 212 types.)

1ST. commercial hot cathode, low voltage, cathode ray tube. (The fore-runner of the 325 and 326 types.)

1ST. commercial water-cooled tube. (The fore-runner of the popular 220 and 232 types.)

1ST. commercial water-cooled amplifier tube for short waves. (240 type with built-in water jacket, used in transatlantic telephony.)

1ST. commercial vacuum tube with grids in register.

1ST. commercial vacuum tube using a molded glass dish stem. (The 316 "door-knob" tube.)

1ST. commercial 5 watt triodes for 60 cm. operation. (The 316 "door-knob" tube.)

1ST. commercial 250 kw. power amplifier tube.

. . . . . and what they mean to you . . . . .

This summary of "firsts" is important to you because it shows the unparalleled record of engineering achievement back of Western Electric tubes today. It's your assurance of "ahead-of-the-times" design by Bell Telephone Laboratories.

Distributors:

Graybar Electric Co., Graybar Building, New York. In Canada and Newfoundland: Northern Electric Co., Ltd. In other countries: International Standard Electric Corp.

Distributed by GraybaR ELECTRIC COMPANY

Canada Inquiring Into Disc Imports

Change in Tariff Is Foreseen As Official Study Begins

By JAMES MONTAGNES

CANADIAN broadcasters and importers of United States transcriptions are looking forward to some changes in the customs tariff on recordings after an investigation now being conducted by the Customs & Excise Division of the Department of National Revenue.

Either following the demand for more protection by some manufacturers of recordings, by musicians, or on its own initiative, the Customs Division started the investigation by calling in the records of all importers and manufacturers of broadcasting transcriptions, to study duty costs and production costs. An investigator was also sent to New York and to Hollywood to look into production costs and billing methods.

The Canadian Association of Broadcasters and the Canadian Broadcasting Corp. have both appeared before the department authorities at Ottawa in connection with the investigation, and have been able to have the investigation postponed till after the western section of the CAB meeting at Banff, Aug. 8-9, to sound out the western broadcasters, importers of many transcriptions.

May Change Methods

It is understood the department wishes to change the method of customs duty calculations to include or based on production costs of recordings. The CAB has put up the argument that production costs should not figure or in that case telephone line talent or network importations should also be taxed on production costs.

The transcription importers feel that if the duty is to be calculated on production costs it will place the recordings out of reach of the small stations which are at present the main users of the transcriptions, and under Canadian government policy there are mainly small stations in the Dominion, only the CBC having high powered stations.

At present, transcription importations are charged customs duty at a valuation of $4 per disc if free of commercial announcements and $7.50 a disc if commercial announcements are included in the recording. The rate is 27½% less 10% plus 8% sales tax and 3% excise tax. Opinion in broadcast circles is that while there is a possibility of a wide change in the duty calculations if the department takes production costs into consideration, there will likely be little change with possibly a higher rate and slightly higher valuation.

No Canadian stations or importers are stocking up on transcriptions although some did some time ago. Canadian transcription firms are making more recordings than ever before, mainly dramatic spots and one-minute announcements. Should there be a definitely higher rate of duty on the transcriptions, broadcasters and importers have an appeal to the Canadian Tariff Board, although any ruling of the Department of National Revenue goes into effect immediately the ruling is publicized.

HERALDING dedication of the $52,000,000 Bonneville Dam across the Columbia River, a large KOIN, Portland, Ore., staff (top photo) handled the event for CBS nationwide broadcast. Participating in the broadcast by KOIN were (back row l to r) Louis Bookwalter, technical director; Johnnie Walker, production manager; Henry Swartwood, program director; Art Kirkham, public relations director; Byron Paul, technician; (front row) Don Douglas, announcer; Earl Denham, technician; Stanley Church, public events director, and Jack Lombard, technician. An account of the Roosevelt-Barkley tryst at Latonia Race Track was handled by WCKY, Cincinnati, with WCKY announcers and engineers baking under a hot sun from 10 a. m. to 5 p. m. to put on the broadcast. Here are (l to r) Rex Davis, announcer; Mendel Jones, program director; Art Gillette, engineer, and Charles Topmiller chief engineer, carrying on for WCKY, which also piped the program to WPAD, Pedacuh, and permitted WCMI, Ashland, to pick it off the air.

WOR's New Programs

AUDITIONS have been completed and programs prepared by WOR, Newark, for a number of fall and winter offerings, some of which have been transcribed by the WOR Transscription Service. Programs include *Junior Flying Corps*, a juvenile featuring Jack Lambie, airline pilot; *We Want a Touchdown*, half-hour football show featuring George Trevor, *New York Sun* sportswriter; *Mr. Opportunity*, with Arthur Hale telling stories of how to make extra money; *Play Ball*, a baseball quiz program featuring Al Mamaux, former big league pitcher; *Singing Story Teller*, featuring Phil Porterfield. New WOR features already booked are *Famous First Facts*, with Joseph Nathan Kane (starting as sustainer on MBS Aug. 1); *Say It With Words*, with Dr. Charles Earle Funk and Allen Prescott (now on WOR), and *Press Time*, newspaper game with Jack Arthur (now on WOR).

Textile Spot Test

TEXTILE Corp. of America, New York, has named Campbell-Lampee, New York, and will use radio for its rug cushions. A five-week test program has started on WHOM, Jersey City; a few other stations may be added later.

FIRST network football broadcast of the season to be announced by NBC is the All-Star game at Soldiers Field, Chicago, Aug. 31, booked for the Blue from 9:15 p. m. to 12 midnight (EDST).

OGILVIE APPOINTED NEW BBC DIRECTOR

PROF. Frederick Wolff Ogilvie, since 1934 president and vice-chancellor of Queen's University, Belfast, on July 19 was appointed director general of the British Broadcasting Corp., England's government-owned broadcasting monopoly. He succeeds Sir John Reith, who was appointed recently to head the reorganization of Imperial Airways. He takes office Oct. 1.

Like Sir John, Prof. Ogilvie is a Scot. He has had no previous experience in broadcasting, and in fact has never broadcast, according to London reports. He is an economist an authority on adult education and the unemployment problem. A war veteran, he lost his left arm during the World War. His salary is 9,000 pounds (about $45,000) a year.

Kemp Back to Coast

ART KEMP, attached to Radio Sales, CBS spot sales subsidiary, contacting owned and managed stations, on Aug. 15 will take up temporary headquarters in the Radio Sales offices in San Francisco. He will contact regional network accounts along the Pacific Coast. Mr. Kemp spent July in Washington, and on Aug. 1 left for a vacation before proceeding to San Francisco. He was formerly sales promotion manager of KNX, Los Angeles, until that station was sold in 1936 to CBS, after which he was sent to New York as Eastern representative of the CBS-Pacific network.

Mr. Kemp

Bond Winter Plans

GENERAL BAKING Co., New York (Bond bread), sponsoring *Guy Lombardo* on CBS, will leave the air Aug. 14, and the orchestra leader will be heard in the interests of Lady Esther cosmetics in the fall. Bond bread will confine its radio activity to use of a few children's programs during the winter. Its agency is BBDO.

KTRI, SIOUX CITY, HEADED BY DIRKS

HEADED by Dietrick Dirks, one-time general manager of the Central States Broadcasting System (KOIL, Omaha; KFAB-KFOR, Lincoln, Neb.), the new KTRI, Sioux City, Ia., was inaugurated July 12—exactly a year after it was authorized by the FCC—and is now in regular operation. The station operates with 100 watts night and 250 day on 1420 kc., and is one-half owned by Mr. Dirks and one-half by the *Sioux City Tribune*.

Mr. Dirks

Dignitaries from Iowa, Nebraska and South Dakota participated in the inauguration, along with local civic and educational groups. Mr. Dirks will be manager and commercial manager, with Ray Jensen, recently with KOAM, Pittsburg, Kan., and Axel Larson, formerly with KSOO and KELO, Sioux Falls, S. D., completing his commercial staff.

Program director is George Chitty, formerly with various Midwestern stations, also president of Northwest College of Commerce, Huron, S. D. Bill Treadway, until recently chief announcer of KGNF, North Platte, Neb., is sports announcer. Vic Bovey, former news editor for Central States, holds the same post at KTRI. Chief engineer is Carleton Gray, formerly chief engineer of the old KGFK, Moorhead, Minn., and chief control operator is Rudy Erickson, formerly with CFAC, Calgary, Alta.

RCA equipment is employed throughout with a Truscon vertical radiator. United Press furnishes the news service.

CBC 50 Kw. Plans

WORK has been started by the Canadian Broadcasting Corp. on the new 50,000-watt transmitter building for the Maritimes not far from Moncton, New Brunswick. A similar station is to be built on the prairies near Saskatoon, with actual work to start sometime in August, but the site has not yet been bought. While no official information is as yet available on either station, it is understood unofficially that RCA equipment will be used in the transmitters, and that the stations will each cost about $300,000. Authority has been obtained by CBC to go ahead with the building of these two stations, in addition to the two built last year—CBL, Toronto, and CBF, Montreal.

Bell-Ans to Test

BELL & Co., Orangeburg, N. Y. (Bell-Ans), will use one-minute announcements five or six days a week on a limited number of stations in a test campaign this fall, placed through Anderson, Davis & Platte, N. Y.

CAPT. LEONARD PLUGGE, member of the British Parliament, and pioneer in handling commercial broadcasting for British advertisers over *Radio Normandie* and *Radio Luxembourg*, has been made a Chevalier of the Legion of Honor by the French Government.

Announcing!

the greatest SINGLE IMPROVEMENT in the history of instantaneous recording equipment

PRESTO 6-D RECORDING TURNTABLE EQUIPPED WITH AUTOMATIC EQUALIZER

THE NEW PRESTO AUTOMATIC RECORDING EQUALIZER*

It does a job no human skill can duplicate. It compensates smoothly and accurately for the progressive attenuation of high frequencies on 33-1/3 rpm recordings and as it varies the equalization it keeps the output of the recording amplifier at a constant level. It makes the quality of your 15-minute recordings the same from beginning to end . . . no hollow, tubby quality near the center of the record due to loss of highs . . . no shrill, rasping reproduction at the outside due to over-equalization. And it's completely automatic in operation . . . requires no attention from the operator during recording.

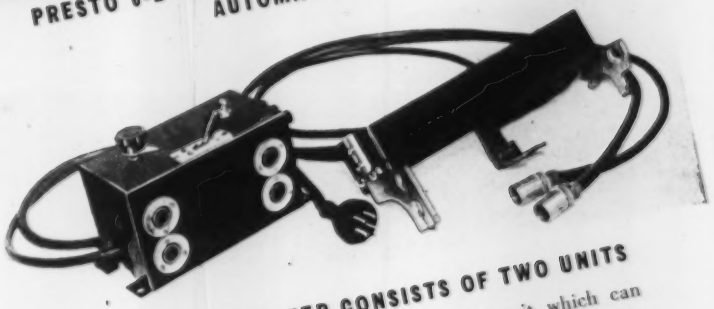
This new device can be installed on your Presto recorder in less than ten minutes. Simply loosen two screws and clamp the slider unit onto the over head feed mechanism.

Plug the cables into the control box, connect to the 500 ohm input of your recording amplifier and your equipment is ready to make the finest instantaneous recordings you ever heard.

Price of Presto automatic recording equalizer complete $156.00 net to broadcasting stations. (F.O.B. New York)

*Patents pending.

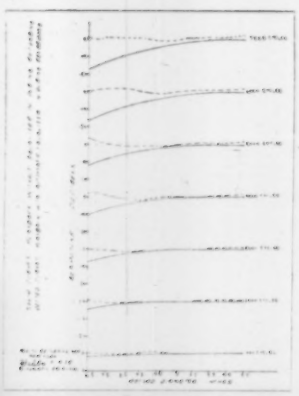
Place Your Order Today and be Certain of Prompt Delivery.



THE NEW EQUALIZER CONSISTS OF TWO UNITS

1. A control box containing the tuned circuit which can be adjusted to peak at either 6000 or 8000 cycles, receptacles for the cables from two slider units, a cable connecting to the amplifier input and a changeover switch to connect the unit to either of two turntables.

2. A slider type, variable resistance network which engages with the cutting head mounting and moves across the surface of the disc with the cutting head. One resistor adjusts the slope of the amplifier curve to compensate for the changing groove radius. The second, a T pad, controls the amplifier gain in steps of ¼ db. to compensate for the insertion loss of the equalizer.



Solid curves show the losses of high frequencies for various groove radii. Dotted lines show the correction made by the Presto Automatic Frequency Equalizer. Note that throughout the portion of the record used in making 15 minute transcriptions, the frequency response is uniform within 2 db. up to 7,000 cycles. Without equalization the loss at a groove radius of 3½" is 15 db. at 7,000 cycles and over 8 db. at 4,000 cycles. The Presto 1-B high fidelity cutting head was used in making the records for measurement.

PRESTO RECORDING CORPORATION
147 W. 19th ST.

New and Continuing Network Accounts Slated for Autumn

(Continued from page 11)

4-4:15 p. m.). Agency: Benton & Bowles, N. Y.

COLGATE - PALMOLIVE - PEET Co., Jersey City (Palmolive Soap), continues *Hilltop House* on 50 stations, Mon. thru Fri., 10:30-10:45 a. m. (reb. 4:30-4:45 p. m.). Agency: Benton & Bowles, N. Y.

COLGATE - PALMOLIVE - PEET Co., Jersey City (Colgate tooth powder), continues *Stepmother* on 17 stations, Mon. thru Fri., 10:45-11:00 a. m. Agency: Benton & Bowles-Chicago.

PET MILK SALES Corp., St. Louis (Pet Evaporated Milk), continues *Mary Lee Taylor* on 57 stations, Tues., and Thurs., 11-11:15 a. m. (reb. 1:45-2 p. m.). Agency: Gardner Adv. Co., St. Louis.

WILLIAM WRIGLEY JR. Co., Chicago (chewing gum), continues *Scattergood Baines* on 18 stations, Mon. thru Fri., 11:15-11:30 a. m. (reb. 3:30-3:45 p. m.). Agency: Neisser-Meyerhoff, Chicago.

LEVER BROTHERS Co., Cambridge (Rinso), continues *Big Sister* on 87 stations, Mon. thru Fri., 11:30-11:45 a. m. (reb. 2-2:15 p. m.). Agency: Ruthrauff & Ryan, N. Y .

LEVER BROTHERS Co., Cambridge (Spry), continues *Aunt Jenny's Real Life Stories* on 53 stations, Mon. thru Fri., 11:45-12 noon (reb. 2:15-30 p. m.). Agency: Ruthrauff & Ryan, N. Y.

GENERAL FOODS Corp., New York (La France), continues *Mary Margaret McBride* on 38 stations, Mon., Wed., Fri., 12-12:15 p. m. Agency: Young & Rubicam, N. Y.

AMERICAN HOME PRODUCTS, New York (Edna Wallace Hopper Cosmetics—Mon. Tues. Wed.; Old English Wax—Thurs. Fri.), continues *The Romance of Helen Trent* on 30 stations, Mon. thru Fri., 12:30-12:45 p. m. Agency: Blackett-Sample-Hummert, N. Y.

AMERICAN HOME PRODUCTS, New York (Anacin—Mon. Tues. Wed.; Kolynos Toothpaste—Thurs. Fri.), continues *Our Gal, Sunday* on 30 stations, Mon. thru Fri., 12:45-1 p. m. Agency: Blackett-Sample-Hummert, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), continues *The Goldbergs* on 32 stations, Mon. thru Fri., 1-1:15 p. m. Agency: Blackett-Sample-Hummert, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Crisco), continues *Vic & Sade* on 41 stations, Mon. thru Fri., 1:15-1:30 p. m. Agency: Compton Adv., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Chipso), continues *Road of Life* on 22 stations, Mon. thru Fri., 1:30-1:45 p. m. Agency: Pedlar & Ryan, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory), continues *Gospel Singer* on 22 stations, Mon. thru Fri., 1:45-2 p. m. Agency: Compton Adv., N. Y.

SALES AFFILIATES, New York (Lox-ol Shampoo Oil Tint), continues Fray & Braggiotti on KNX & KSFO, Wed. & Fri., 11:15-11:30 a. m. (PST). Agency: Milton Weinberg Adv. Co., N. Y.

WM. WRIGLEY JR. Co., Chicago (chewing gum), continues *The Laugh Liner* on 112 stations, Sun. 6:30-7 p. m. Agency: Frances Hooper Adv. Agency, Chicago.

P. LORILLARD Co., New York (Old Gold Cigarettes), continues *Hollywood Screenscoops* on 59 stations, Tues. & Thurs. 7:15-7:30 p. m. (reb. 11:15-30 p. m.). Agency: Lennen & Mitchell, N. Y.

STERLING PRODUCTS, Wheeling (Bayer Aspirin), continues *Second Husband* on 30 stations, Tues., 7:30-8 p. m. Agency: Blackett-Sample-Hummert, N. Y.

BREWERS' RADIO SHOW Assn., New York (beer), continues *You Said It* on 39 stations, Mon. 8-8:30 p. m. (reb. 12-12:30 a. m.). Agency: U. S. Adv. Corp., Toledo.

U. S. TOBACCO Co., New York (Dill's Best & Model Smoking Tobacco), continues *Pick & Pat in Pipe Smoking Time* on 48 stations, Mon. 8:30-9 p. m. (reb. 11:30-12 mid.) (EST). Agency: Arthur Kudner, N. Y.

LIGGETT & MYERS TOBACCO, New York (Chesterfield Cigarettes), continues Paul Whiteman Orchestra on 95 stations, Wed. 8:30-9 p. m. (reb. 11:30-12 mid.). Agency: Newell-Emmett Co., N. Y.

PHILIP MORRIS & Co., New York (Philip Morris Cigarettes), continues *Johnny Presents* on 53 stations, Sat. 8:30-9 p. m. (reb. 11:30-12 mid.) (EST). Agency: Biow Co., N. Y.

CHRYSLER Corp., Detroit (motor cars), continues *Major Bowes Amateur Hour* on 91 stations, Thurs. 9-10:00 p. m. Agency: Ruthrauff & Ryan, N. Y.

NASH-KELVINATOR Corp., Detroit (Nash Motor Cars), continues *Prof. Quiz* on 33 stations, Sat. 9-9:30 p. m. (reb. 12-12:30 a. m.). Agency: Geyer, Cornell & Newell, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel Cigarettes, Prince Albert Smoking Tobacco), continues *Camel Caravan* on 86 stations, Tues. 9:30-10 p. m. Agency: Wm. Esty & Co., N. Y.

LADY ESTHER Co., Chicago (Lady Esther Cosmetics), continues Wayne King's orchestra on 35 stations, Mon. 10-10:30 p. m. Agency: Lord & Thomas, Chicago.

LAMBERT Co., Wilmington (Listerine Products & Prophylactic Brushes), continues *Grand Central Station* on 50 stations, Fri., 10-10:30 p. m., shifting Sept. 30 to Tues., 9-9:30 p. m. Agency: Lambert & Feasley, N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strike), continues *Your Hit Parade* on 93 stations, Sat. 10-10:45 p. m. Agency: Lord & Thomas, N. Y.

HOUSEHOLD FINANCE Corp., Chicago (personal loan service), continues *It Can Be Done* on 28 stations, Wed. 10:30-11 p. m. Agency: BBDO.

RIO GRANDE OIL Co., Los Angeles, continues *Calling All Cars* on KNX, KSFO, KARM, Wed. 8:30-9 p. m. (PST). Agency: Hixon-O'Donnell, Los Angeles.

GULF REFINING Co., Pittsburgh (motor oil and gasoline), continues *Passing Parade* on 59 stations through the summer, Sun., 7:30-8 p. m. and in the fall will start a new program in this spot. Agency: Young & Rubicam, N. Y.

EUCLID CANDY Co., San Francisco (candy bars), continues *Knox Manning, commentator*, on 5 West Coast stations, Tues., 5:45-6 p. m. (PST). Direct.

CBS—PACIFIC COAST

New Business

SOIL-OFF Co., Glendale, Cal., (cleanser), on Sept. 8 starts for 13 weeks *Fletcher Wiley*, commentator, on 7 CBS Pacific Coast stations, Thurs., 12:45-1 p. m. (PST). Agency: Hillman-Shane Adv. Agency, Los Angeles.

CBS—(Continuing)

EUCLID CANDY Co., San Francisco (Red Cap Candy), on Aug. 30 renews for 26 weeks, *Headlines on Parade*, on 6 CBS Pacific Coast stations, Wed., 5:45-6 p. m. (PST). Agency: Sidney Garfinkel Adv. Agency, San Francisco.

RIO GRANDE OIL Co., Los Angeles (petroleum products), on Sept. 15 renews for 52 weeks, *Calling All Cars*, on 3 CBS Pacific Coast stations (KNX, KSFO, KARM), Thurs., 8:30-9 p. m. (PST). Agency: Hixson-O'Donnell Adv. Inc., Los Angeles.

AFFILIATED SALES Co., New York (Loxol shampoo), on Aug. 17 renews for 26 weeks, *Glamo Rhythm*, piano team, on 2 CBS Pacific Coast stations (KNX, KSFO), Wed., Fri., 11:15-11:30 a. m. (PST). Agency: Milton Weinberg Adv. Co., Los Angeles.

NBC-RED

New Business

CAL-ASPIRIN Corp., Chicago (aspirin), on Sept. 27 starts program on 23 stations, Tues., Thurs., 11:30-11:45 a. m. Agency: Blackett-Sample-Hummert, New York.

GENERAL MILLS, Minneapolis (Wheaties), on Sept. 26 starts *Jack Armstrong* on 15 stations, Mon. thru Fri., 5:30-5:45 p. m. Agency: Blackett-Sample-Hummert, Chicago.

GENERAL FOODS Corp., New York (Maxwell House coffee), on Sept. 1 starts *Good News of 1938* on 74 stations, Thurs., 9-10 p. m. Agency: Benton & Bowles, New York.

GROVE LABORATORIES, St. Louis (Bromo Quinine), on Oct. 8 starts *Fred Waring & His Pennsylvanians* on 46 stations, Sat., 8:30-9 p. m. Agency: Stack-Goble Adv. Agency, Chicago.

JOHN MORRELL & Co., Ottumwa, Ia., (Red Heart dog food), on Sept. 11 starts *Bob Becker's Chats About Dogs* on 20 stations, Sun., 1:45-2 p. m. Agency: Henri, Hurst & McDonald, Chicago.

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Club pipe tobacco), on Oct. 1 starts *Vox Pop* on 24 stations, Sat. 9-9:30 p. m. Agency: Ruthrauff & Ryan, New York.

CHAS. H. PHILLIPS CHEMICAL Co., New York (Haley's M-O), starts program as yet unchosen on 23 stations, Mon., Wed., Fri., 11:30-11:45 a. m. Agency: Blackett-Sample-Hummert, New York.

PROCTER & GAMBLE Co., Cincinnati (Ivory Soap), on Sept. 5 starts program, undecided to date, on 23 stations, Mon. thru Fri., 4:30-4:45 p. m. Agency: Compton Adv., New York.

PEPSODENT Co., Chicago, will sponsor variety program starring Bob Hope this fall, Tues., 10-10:30 p. m., date and stations undecided. Agency: Lord & Thomas, Chicago.

QUAKER OATS Co., Chicago (Quaker Oats and Aunt Jemina Pancake Flour), on Sept. 26 starts *Girl Alone* on 37 stations, Mon. thru. Fri., 4:45-5 p. m. Agency: Ruthrauff & Ryan, Chicago.

QUAKER OATS Co., Chicago (Puffed Wheat and Rice) on Sept. 26 starts *Dick Tracy* on 16 stations, Mon. thru Fri., 5-5:15 p. m. Agency: Sherman K. Ellis & Co., Chicago.

QUAKER OATS Co., Chicago (Quaker Oats), on Oct. 1 starts *Quaker Variety Show* on 60 stations, Sat., 8-8:30 p. m. Agency: Ruthrauff & Ryan, Chicago.

Continuing

AFFILIATED PRODUCTS, Chicago (Louis Phillipe cosmetics), continues *John's Other Wife* on 19 stations, Mon., Tues., Wed., 10:15-10:30 a. m. Agency: Blackett-Sample-Hummert, Chicago.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), continues *Kay Kyser's Musical Klass and Dance* on 82 stations, Wed., 10-11 p. m. Agency: Lord & Thomas, New York.

ANACIN Co., Jersey City (headache tablets), continues *Just Plain Bill* on 19 stations, Thurs., Fri., 10:30-10:45 a. m. (repeat, 1:45-2 p. m.). Agency: Blackett-Sample-Hummert, New York.

B. T. BABBITT Co., New York (Bab-O cleanser), continues *David Harum* on 23 stations, Mon. thru Fri., 11-11:15 a. m. Agency: Blackett-Sample-Hummert, N. Y.

BAYER Co., New York (aspirin), continues *American Album of Familiar Music* on 56 stations, Sun., 9:30-10 p. m. Agency: Blackett-Sample-Hummert, New York.

BRISTOL-MYERS Co., New York (Sal Hepatica-Ipana), currently presenting *Town Hall Big Game Hunt* on 50 stations, Wed., 9-9:30 p. m., will resume its full hour *Town Hall Tonight* series with the return of Fred Allen Oct. 5, Wed. 9-10 p. m. Agency: Young & Rubicam, N. Y.

BRISTOL-MYERS Co., New York (Vitalis), on Oct. 4 will move *For Men Only* from 23 stations, Wed., 9:30-10 p. m., to 43 stations, Tues., 8:30-9 p. m. Agency: Pedlar & Ryan, New York.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh and Kool cigarettes), continues *Raleigh and Kool Program* with Tommy Dorsey on 52 stations, Wed., 8:30-9 p. m. (repeat, 12:30-1 a. m.). Agency: BBDO, New York.

CAMPBELL SOUP Co., Camden, N. J. continues *Amos 'n' Andy* on 44 stations Mon. thru Fri., 7-7:15 p. m. (repeat, 11-11:15 p. m.). Agency: Ward Wheelock Co., Philadelphia.

CARNATION Co., Milwaukee (condensed milk), continues *Carnation Contented Hour* on 61 stations, Mon., 10-10:30 p. m. Agency: Erwin, Wasey Co., Chicago.

CITIES SERVICE Co., New York (oil and gasoline), continues *Cities Service Concerts* on 46 stations, Fri., 8-9 p. m. Agency: Lord & Thomas, New York.

CUMMER PRODUCTS Co., Bedford, O. (Energine), which has been sponsoring *Radio Newsreel* on 21 stations, Sun., 5:30-6 p. m. on July 31 replaced it with *Spy Secrets*, which will continue at the same time. Agency: Stack-Goble Adv. Agency, New York.

CUMMER PRODUCTS Co., Bedford O. (Molle Shaving Cream) on Oct. 4 will replace *Vox Pop* with a new program, not yet set, on 34 stations, Tues., 9-9:30 p. m. (repeat, Mon., 12:30-1 a. m.). Agency: Stack-Goble Adv. Agency, New York.

FALSTAFF BREWING Corp., St. Louis, continues *Public Hero No. 1* on 20 stations, Mon., 8-8:30 p. m. Agency: Gardner Adv. Co., St. Louis.

FIRESTONE TIRE & RUBBER Co., Akron (tires), continues *Voice of Firestone* on 78 stations, Mon., 8:30-9 p. m. (repeat, 11:30-midnight). Agency: Sweeney & James Co., Cleveland.

F. W. FITCH Co., Des Moines (shampoo), continues *Interesting Neighbors* on 41 stations, Sun., 7:30-8 p. m. Agency: L. W. Ramsey Co., Davenport.

GENERAL FOODS Corp., New York (Jello) continues *Hobby Lobby* through the summer on 74 stations, Sun., 7-7:30 p. m. (repeat, 11:30-midnight), and in the fall returns *Jack Benny* in that period. Agency: Young & Rubicam, New York.

GENERAL FOODS Corp., New York. (Post Bran Flakes), continues *Believe It or Not* on 72 stations which on Aug. 15 shifts from Tues., 10-10:30 p. m., to Mon.

GIVING PUBLIC WHAT IT WANTS

Radio Ranked Second Among Leading Industries In Meeting Desires of Populace

RADIO ranks second in the public's idea of industries that satisfy, according to the latest sampling of American opinion by the magazine *Fortune*. It ranks fourth among five industries that abuse their power. First in choice is the automobile industry, according to the survey. The sections of the *Fortune* survey dealing with industries that satisfy and those that abuse power appeared in the August, 1938 issue as follows:

Which of these four industries has gone ahead the fastest in giving the public what it wants? (We are not referring to mechanical improvements) Automobiles? Air transport? Radio broadcasting? Moving pictures?

Listening to the radio and going to the movies are, in that order, the two favorite national pastimes (see *Fortune* Survey, January, 1938). Driving around in automobiles is the most common form of transportation, and flying around in airplanes certainly one of the least, probably for reasons of preference as well as economy. How does the progress of their various respective industries stack up in the public appraisal? As follows:

Automobiles	43.1%
Radio broadcasting	29.2
Air transport	9.8
Moving pictures	9.5
Don't know	8.4

Do you believe that any of the following abuse their power? Bankers, press, radio, pulpit, veterans, none.

This question was asked for the Survey of January, 1936, and is now repeated to discover if the behavior of those forces in the last 2½ years has wrought any changes in the public temper. Here are the replies:

	Jan., 1936*	Aug., 1938	Change
Press	22.5%	24.5%	+2.0%
Bankers	20.6	22.3	+1.7
Veterans	12.6	9.6	—3.0
Radio	11.7	7.3	—4.4
Pulpit	14.0	5.1	—8.9
None	14.9	19.5	+4.6
Don't know	3.7	11.7	+8.0

* In the January, 1936, installment double answers accounted for a tabulation that added to 186.1 per cent. Here they are reduced to add to 100 per cent.

Note that since Father Coughlin has become less conspicuous, the pulpit has shed much of its disfavor. The proportion of disapproval that could, perhaps, be charged to him, has been turned to a greater tendency not to criticize any group specifically. Veterans are in better odor than they were in the midst of their lobby for the bonus. The press tops the list with an even larger percentage of critics, while radio shows up with credit for more purity of heart than ever.

8-8:30 p. m. (repeat, 10:30-11 p. m.). Agency: Benton & Bowles, New York.

GENERAL MILLS, Minneapolis (flours and cereal products), continues *Gold Medal Hour* on 32 stations, Mon. thru Fri., 2-3 p. m. Agency: Blackett-Sample-Hummert, Chicago.

S. C. JOHNSON & SON., Racine, Wis., (floor wax), continues *Attorney at Law* through the summer until *Fibber McGee* returns in Sept., on 64 stations, Tues., 9:30-10 p. m. Agency: Needham, Louis & Brorby, Chicago.

KOLYNOS Co., New Haven (toothpaste), continues *Just Plain Bill* on 19 stations, Mon., Tues., Wed., 10:30-10:45 a. m. Agency: Blackett-Sample-Hummert, Chicago.

KRAFT-PHENIX CHEESE Corp., Chicago (cheese and Miracle Whip, salad dressing), continues *Kraft Music Hall* on 66 stations, Thurs., 10:11 p. m. Agency: J. Walter Thompson Co., Chicago.

LADY ESTHER Ltd., Chicago (cosmetics), continues *Lady Esther Serenade* on 49 stations, Tues., 8:30-9 p. m., shifting on Sept. 2 to Fri., 10-10:30 p. m. Agency: Lord & Thomas, Chicago.

LEWIS-HOWE Co., St. Louis (Tums), continues *Vocal Varieties* on 31 stations Tues., Thurs., 7:15-7:30 p. m. (repeat, 11:15-11:30 p. m.). Agency: H. W. Kastor & Sons Adv. Co., Chicago.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), continues *Chesterfield Daily Sports Column* on 51 stations, Mon., thru Sat., 6:30-6:45 p. m. Agency: Newell-Emmett Co., New York.

MIDWAY CHEMICAL Co., Chicago (Flyded, Aero White), continues *Mrs. Wiggs of the Cabbage Patch* on 19 stations, Mon. thru Fri., 10-10:15 a. m. Agency: Blackett-Sample-Hummert, Chicago.

PHILIP MORRIS & Co., New York (cigarettes), continues *Johnny Presents* on 59 stations, Tues., 8-8:30 p. m. (repeat, 11:30-midnight). Agency: Biow Co., New York.

NATIONAL BISCUIT Co., New York (Biscuits and Shredded Wheat), continues *Dan Harding's Wife* on 6 stations, Mon. thru Fri., noon-12:15 p. m. Program advertises Shredded Wheat thru Sept. 2. Agency: Federal Adv. Agency, N. Y. Beginning Sept. 5 program will advertise biscuits. Agency: McCann-Erickson, New York.

PACIFIC COAST BORAX Co., New York (20 Mule Team Borax), continues *Death Valley Days* on 30 stations, Fri., 9:30-10 p. m. Agency: McCann-Erickson, New York.

CHAS H. PHILLIPS CHEMICAL Co., New York (Milk of Magnesia products), continues *Lorenzo Jones* on 23 stations, Mon. thru Fri., 11:15-11:30 a. m.; *Stella Dallas* on 41 stations, Mon. thru Fri., 4:15-4:30 p. m.; *Waltz Time* on 25 stations, Fri., 9-9:30 p. m. Agency: Blackett-Sample-Hummert, New York.

PILLSBURY FLOUR MILLS Co., Minneapolis (flour), continues *Woman in White* on 35 stations, Mon. thru Fri., 10:45-11 a. m. Agency: Hutchinson Adv. Co., Minneapolis.

PRINCESS PAT Ltd., Chicago (cosmetics), continues *Tale of Today* on 7 stations, Sun., 6:30-7 p. m. Agency: Gale & Pietsch, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Camay), continues *Pepper Young's Family* on 57 stations, Mon. thru Fri., 3:30-3:45 p. m. Agency: Pedlar & Ryan, New York.

PROCTER & GAMBLE Co., Cincinnati (Chipso), continues *Road of Life* on 26 stations, Mon. thru Fri., 11:45-noon. Agency: Pedlar & Ryan, New York.

PROCTER & GAMBLE Co., Cincinnati (Dreft), continues *Kitty Keene* on 13 stations, Mon. thru Fri., 11:45-noon. Agency: Blackett-Sample-Hummert, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Drene), continues *Jimmie Fidler* on 54 stations, Tues., 10:30-10:45 p. m. and on 30 stations, Fri., 10:30-10:45 p. m. Friday broadcast on Sept. 30 shifts to 7:15-7:30 p. m. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

PROCTER & GAMBLE Co., Cincinnati (Ivory flakes), continues *Story of Mary Marlin* on 56 stations, Mon. thru Fri., 3-3:15 p. m. Agency: Compton Adv., New York.

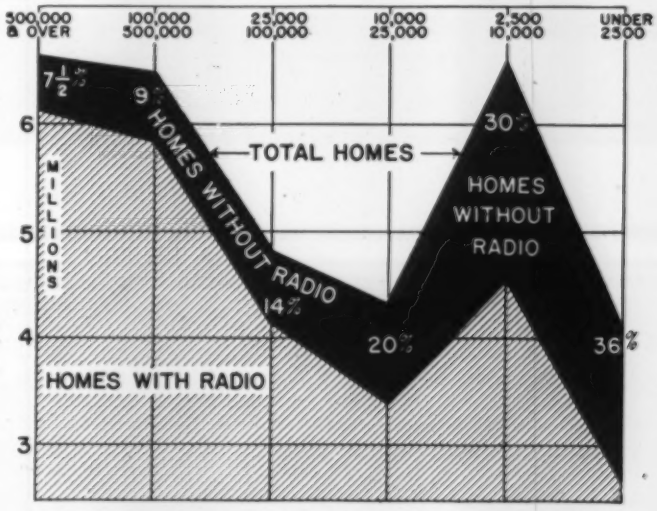
PROCTER & GAMBLE Co., Cincinnati (Ivory soap), continues *The O'Neills* on 20 stations, Mon. thru Fri., 12:15-12:30 p. m. Agency: Compton Adv., New York.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), continues *Ma Perkins* on 59 stations, Mon. thru Fri., 3:15-3:30 p. m. Agency: Blackett-Sample-Hummert, Chicago.

PROCTER & GAMBLE Co., Cincinnati (White Naphtha), continues *Guiding Light* on 61 stations, Mon. thru. Fri., 3:45-4 p. m. Agency: Compton Adv., New York.

RALSTON PURINA Co., St. Louis (Ry-Krisp), continues *Marion Talley* on 35 stations, Sun., 5-5:30 p. m. Agency: Gardner Adv. Co., St. Louis.

The More the Population, the More Radios



ONLY 7½% of the homes in counties with populations of 500,000 and over are without radios, according to an analysis of the county-by-county radio census of the Joint Committee on Radio Research [BROADCASTING, May 15] made by *Household Magazine*. The higher the population, the higher the ratio of set ownership, this publication found. In counties ranging from 100,000 to 500,000 population, 9% of the homes were without radios; 25,000 to 100,000, 14%; 10,000 to 25,000, 20%; 2,500 to 10,000, 30%; under 2,500, 36%. There are, however, few counties in the sparse population categories, and the Joint Committee's estimate for the country as a whole showed that 82% of all homes had radios as of Jan. 1, 1938—91% of the urban homes and 69% of the rural homes, the latter embracing homes on farms and in villages of under 2,500.

REGIONAL ADVERTISERS, New York (gas for domestic uses), continues *Mystery Chef* on 9 stations, Tues., Thurs., 9:45-10 a. m. (repeat, 1-1:15 p. m.) Agency: McCann-Erickson, New York.

RICHARDSON & ROBBINS, Dover, Del. (boned chicken), continues *The Revelers* on 5 stations, Wed., Fri., 7:30-7:45 p. m. Agency: Chas. W. Hoyt Co., New York.

SEALTEST Inc., New York (Ice cream and milk), continues *Your Family and Mine* on 40 stations, Mon. thru Fri., 5:30-5:45 p. m. Agency: McKee & Albright, New York.

STANDARD BRANDS, New York (Chase & Sanborn coffee), continues *Chase & Sanborn Hour* on 70 stations, Sun., 8-9 p. m. Agency: J. Walter Thompson Co., New York.

STANDARD BRANDS, New York (Tenderleaf tea), continues *One Man's Family* on 59 stations, Wed., 8-8:30 p. m. (repeat, Sun., 8:30-9 p. m. PST). Agency: J. Walter Thompson Co., New York.

STANDARD BRANDS, New York (Royal desserts), continues *Royal Desserts Hour* on 49 stations, Thurs., 8-9 p. m. Agency: J. Walter Thompson Co., New York.

STEWART-WARNER Corp., Chicago (refrigerators, radios, auto accessories), continues *Horace Heidt* on 22 stations, Sun., 10-10:30 p. m. Agency: Hays MacFarland & Co., Chicago.

WANDER Co., Chicago (Ovaltine), continues *Little Orphan Annie* on 6 stations, Mon. thru Fri., 5:45-6 p. m. Agency: Blackett-Sample-Hummert, Chicago.

R. L. WATKINS Co., New York (Dr. Lyon's toothpowder), continues *Manhattan Merry-Go-Round* on 32 stations, Sun., 9-9:30 p. m.; *Backstage Wife* on 30 stations, Mon. thru Fri., 4-4:15 p. m. Agency: Blackett-Sample-Hummert, New York.

WYETH CHEMICAL Co., New York (Freezone), continues *John's Other Wife* on 19 stations, Thurs., Fri., 10:15-10:30 a. m. Agency: Blackett-Sample-Hummert, New York.

NBC-BLUE

New Business

ACME WHITE LEAD & COLOR WORKS, Detroit (paints), on Sept. 27 starts *Smiling Ed McConnell* on 28 stations, Tues., Thurs., 10:30-10:45 a. m. Agency: Henri, Hurst & McDonald, Chicago.

ADAM HAT STORES, New York (hats), on Oct. 5 starts series of 17 boxing bouts on 37 stations, various dates, chiefly Fridays, 10 p. m. until finish of fights. Agency: Glicksman Adv. Co., New York.

BALLARD & BALLARD Co., Louisville (Oven Ready biscuits), on Sept. 16 starts *Smiling Ed McConnell* on 18 stations (mixed Blue and Red), Fri., Sat., 10-10:15 a. m. Agency: Henri, Hurst & McDonald, Chicago.

BOWEY'S Inc., Chicago (Dairi-Rich chocolate milk drink), on Sept. 26 starts *Terry & the Pirates* on 19 stations, Mon., Tues., Wed., 5:15-5:30 p. m. Agency: Stack-Goble Adv. Co., Chicago.

MUSTEROLE Co., Cleveland (Musterole), on Oct. 10 starts *Carson Robison & His Buckaroos* on 35 stations, Mon., 8-8:30 p. m. Agency: Erwin, Wasey Co., New York.

RALSTON PURINA Co., St. Louis (wheat cereal), on Sept. 26 starts *Tom Mix Straight Shooters* on 24 stations, Mon. thru Fri., 5:45-6 p. m. Agency: Gardner Adv. Co., St. Louis.

SHERWIN-WILLIAMS Co., Cleveland (paints), on Oct. 9 starts *Metropolitan Opera Auditions of the Air* on 51 stations, Sun., 5-5:30 p. m. Agency: Cecil, Warwick & Legler, New York.

VICK CHEMICAL Co., Greensboro, N. C. (Vaporub), on Sept. 25 starts a new program not yet selected on 55 stations, Sun., 7:30-8 p. m. Agency: Morse International, N. Y.

WILLIAM R. WARNER Co., New York (Sloan's liniment), on Oct. 21 starts *Warden Lewis E. Lawes* on 44 stations, Fri., 8-8:30 p. m. Agency: Cecil, Warwick & Legler, N. Y.

KELLOGG Co., Battle Creek, Mich. (Krispies), on Sept. 26 starts *Don Winslow of the Navy* on 21 stations, Mon. thru Fri., 5-5:15 p. m. (shifted from 5 Red stations, Mon. thru Fri., 7-7:15 p. m.). Agency: Hays MacFarland & Co., Chicago.

Continuing

ANACIN Co., Jersey City (headache tablets), continues *Easy Aces* on 31 stations, Tues., Wed., Thurs., 7-7:15 p. m. Agency: Blackett-Sample-Hummert, New York.

BI-SO-DOL Co., Jersey City (alkalizer), continues *Mr. Keen, Tracer of Lost Persons* on 33 stations, Tues., Wed., Thurs., 7:15-7:30 p. m. Agency: Blackett-Sample-Hummert, New York.

JERGENS-WOODBURY SALES Corp., Cincinnati (Woodbury soap and cosmetics), continues *Win Your Lady* on 64 stations, Sun., 9-9:30 p. m.; (Jergens Lotion), continues *Jergens Journal* on 64 stations, Sun., 9:30-9:45 p. m. Agency: Lennen & Mitchell, New York.

KELLOGG Co., Battle Creek, Mich. (cornflakes), continues *Singing Lady* on 13 stations, Mon. thru Thurs., 5:30-5:45 p. m. Agency: N. W. Ayer & Son, N. Y.

LAMONT, CORLISS & Co., New York (Ponds creams and powders), continues *Those We Love* on 33 stations, Mon., 8:30-9 p. m. Agency: J. Walter Thompson Co., New York.

MILES LABORATORY, Elkhart, Ind. (Alka-Seltzer), continues *National Barn Dance* on 55 stations, Sat., 9-10 p. m. Agency: Wade Adv. Agency, Chicago.

NEHI Corp., Columbus, Ga. (Royal Crown Cola), continues *Royal Crown Revue* on 68 stations, Fri., 9-9:30 p. m. Agency: James A. Greene Co., Atlanta.

PROCTER & GAMBLE Co., Cincinnati (Camay), continues *Pepper Young's Family* on 10 stations, Mon. thru Fri., 11:30-11:45 a. m. Agency: Pedlar & Ryan, N. Y.

PROCTER & GAMBLE, Co., Cincinnati (Crisco), continues *Vic & Sade* on 14 stations, Mon. thru Fri., 11:15-11:30 a. m. Agency: Compton Adv., New York.

PROCTER & GAMBLE Co., Cincinnati (Ivory flakes), continues *Story of Mary Marlin* on 13 stations, Mon. thru Fri. 11-11:15 a. m. Agency: Compton Adv. New York.

PROCTER & GAMBLE, Co., Cincinnati (Oxydol), continues *Ma Perkins* on 11 stations, Mon. thru Fri., 10:45-11 a. m. Agency: Blackett-Sample-Hummert, Chicago.

RADIO CORP. OF AMERICA, New York (radio receivers), continues *RCA Magic Key* on 111 stations, Sun., 2-3 p. m. Direct.

STANDARD BRANDS, New York (Fleischmann's Yeast for health), continues *Getting the Most Out of Life* on 12 stations, Mon. thru Fri., 11:45-noon. Agency: J. Walter Thompson Co., New York.

SUN OIL Co., Philadelphia (motor oil and gasoline), continues *Lowell Thomas* on 20 stations, Mon. thru Fri., 6:45-7 p. m. Agency: Roche, Williams & Cunnyngham, Philadelphia.

TIME Inc., New York (*Time, Life, Fortune*), continues *March of Time* on 44 stations, Fri., 9:30-10 p. m. Agency, BBDO, New York.

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J. (instant coffee), continues *Uncle Jim's Question Bee* on 7 stations, Sat., 7:30-8 p. m. Agency: Cecil, Warwick & Legler, New York.

R. L. WATKINS Co., N. Y. (Dr. Lyon's toothpowder), continues *Alias Jimmy Valentine* on 26 stations, Mon., 7-7:30 p. m. (repeat, 11-11:30 p. m.). Agency: Blackett-Sample-Hummert, N. Y.

WELCH GRAPE JUICE Co., Westfield, N. Y., continues *Irene Rich for Welch* on 47 stations, Sun., 9:45-10 p. m. (rebroadcast, 11:15-11:30 p. m.). Agency: H. W. Kastor & Sons Adv. Co., Chicago.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving creams), continues *True or False* on 35 stations, Mon., 10-10:30 p. m. Agency: J. Walter Thompson Co., N. Y.

NBC—PACIFIC COAST

New Business

UNION OIL Co., Los Angeles, on Sept. 8 starts for 13 weeks, participation in *Woman's Magazine of the Air*, Thurs., 2:45-3 p. m. (PST). Agency: Lord & Thomas, Los Angeles.

Continuing

RICHFIELD OIL Corp, Los Angeles, (petroleum products), on Aug. 15 renews for 52 weeks *Richfield Reporter*, on 6 NBC-Pacific Red stations, Sun. thru Fri., 10-10:15 p. m. (PST). Agency: Hixson-O'Donnell Adv., Los Angeles.

ALBERS BROS. MILLING Co., Seattle (cereals), on Oct. 4 renews for 13 weeks *Good Morning Tonite*, on 5 NBC-Pacific Red Stations, (KPO, KHQ, KOMO, KGW, KFI), Tues., 9-9:30 p. m. (PST). Agency: Erwin, Wasey & Co., Seattle.

CARDINET CANDY Co., Oakland, Cal. (candy bars), on June 5 renewed for 13 weeks *Night Editor*, on 10 NBC-Pacific Red stations, Sun., 9-9:15 p. m. (PST). Agency: Tomaschke-Elliott, Oakland.

SPERRY FLOUR Co., San Francisco (flour) on May 30 renewed for 52 weeks *Dr. Kate*, on 6 NBC-Pacific Red stations (KFI, KPO, KGW, KOMO, KHQ, KDYL), Mon. thru Fri., 12:45-1 p. m. (PST); on June 15 renewed for 52 weeks *Martha Meade* program on 6 NBC-Pacific Red stations Wed., Fri., 1-1:15 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

MUTUAL NETWORK

New Business

P. LORILLARD Co., New York (Sensation cigarettes, Muriel cigars), on July 26 starts for 52 weeks *Don't You Believe It* on 19 stations, Tues., 7:45-8 p. m. (reb. 10:45-11). Agency: Lennen & Mitchell, N. Y.

(*Turn to Next Page*)

THOS. LEEMING & Co., New York (Baume Bengue, Pacquin's hand lotion), on Oct. 31 starts *Ed Fitzgerald & Co.* on 2 stations, Mon., Wed., Fri., 2:45-3 p. m. Agency: Wm. Esty & Co., N. Y.

WHEELING STEEL Corp., Wheeling, on Sept. 11 starts for 26 weeks *Musical Steelmakers* on 17 stations, Sun., 5-5:30 p. m. Agency: Critchfield & Co., Chicago.

DELAWARE, LAKAWANNA & WESTERN COAL Co., New York (Blue Coal), on Sept. 25 starts *The Shadow* on 15 stations, Sun., 4:30-5 p. m. (repeat, 5:30-6 p. m.). Agency: Ruthrauff & Ryan, New York.

Continuing

CUDAHY PACKING Co., Chicago, continues *Bachelor's Children* on 2 stations, Mon. thru Fri., 11:15-11:30 a. m. Agency: Roche, Williams & Cunnyngham, Chicago.

GENERAL MILLS, Minneapolis (Wheaties), continues *Get Thin to Music* on 6 stations, Mon. thru Sat., 9:30-9:45 a. m. (repeat 11-11:15 a. m.). Agency: Blackett-Sample-Hummert, Chicago.

IRONIZED YEAST Co., Atlanta, continues *Good Will Hour* on 32 stations, Sun., 10-11 p. m. Agency: Ruthrauff & Ryan, N. Y.

BAYUK CIGARS, Philadelphia, continues *Inside of Sports* on 13 stations, Tues., Thurs., Sat., 7:30-7:45 p. m. (reb. 7:45-8 p. m.). Agency: Ivey & Ellington, Philadelphia.

GORDON BAKING Co., Detroit, continues *Lone Ranger* on 19 stations, Mon., Wed., Fri., 7:30-8 p. m. (reb. 11:30-12). Agency: Young & Rubicam, N. Y.

GOSPEL BROADCASTING Assn., Los Angeles, continues *Old Fashioned Revival* on 33 stations, Sun., 11:30 p. m. to 12:30 a. m. Agency: R. H. Alber Co., Los Angeles.

BROWN & WILLIAMSON Co., Louisville (Bugler tobacco), continues *Plantation Party* on 2 stations, Sat. 10:30-11 p. m. Agency: Russell M. Seeds Co., Chicago.

LAMBERT PHARMACAL Co., St. Louis, continues *True Detective Mysteries* on 5 stations, Tues., 10-10:15 p. m. Agency: Lambert & Feasley, N. Y.

PHILIP MORRIS & Co., New York, continues *What's My Name?* on 3 stations, Fri., 8-8:30 p. m. Agency: Biow Co., N. Y.

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., continues *Your Hollywood News Girl* through the summer until *Voice of Experience* returns Sept. 26 on 40 stations, Mon., Wed., Fri., 1:45-2 p. m. Agency: Erwin, Wasey & Co., N. Y.

YANKEE NETWORK

New Business

ATLANTIC REFINING Co., Philadelphia, on Oct. 1 starts Yale football games on 11 stations, Sat. afternoon. Agency: N. W. Ayer & Son, N. Y.

DELAWARE, LACKAWANA & WESTERN COAL Co., New York, on Sept. 25 starts *The Shadow* on 6 stations, Sun., 4:30-5 p. m. Agency: Ruthrauff & Ryan, N. Y.

DURKEE-MOWER Co., Lynn, Mass., on Oct. 9 starts *The Flufferettes* on 6 stations, Sun., 6:45-7 p. m. Agency: Harry M. Frost Co., Boston.

FIRST NATIONAL STORES, Somerville, Mass., on Sept. 27 starts *Imogene Wolcott's Homemakers* on 5 stations, Tues., Fri., Sat., 9:15-9:30 a. m. Agency: Badger & Browning, Boston.

GENERAL MILLS, Minneapolis, on Aug. 8 started *The Happy Gilman's* transcription on 12 stations, Mon. thru Fri., 12-12:15 p. m. Agency: Blackett-Sample-Hummert, Chicago.

R. U. DELAPENHA & Co., New York, on Sept. 6 starts participation in *Gretchen McMullen Hour* on 2 stations, Tues., Thurs., 2:30-2:45 p. m. Agency: Gotham Adv. Agency, N. Y.

Continuing

R. B. DAVIS Co., Hoboken, on Oct. 4 renews participation in *Gretchen McMullen Household Hour* on 15 stations, Tues., Thurs., 9:15-9:30 a. m. Agency: Harry M. Frost Co., Boston.

COLONIAL NETWORK

New Business

LAYMEN'S LEAGUE, Lutheran Hour St. Louis, on Oct. 23 starts religious hour on 15 stations, Sun., 1-1:30 p. m. Agency: Kelly, Stuhlman & Zarhndt, St. Louis.

FR. CHARLES E. COUGHLIN, Detroit, on Nov. 6 starts on 15 stations, Sun., 4-4:30 p. m. Agency: Aircasters, Detroit.

ROSARY HOUR, Buffalo, on Nov. 6 starts religious program on 5 stations, Sun., 5-6 p. m.

Continuing

LA ROSA Co., New York, on Sept. 12 renews *Italian Program* on 2 stations daily including Sunday, 12:30-1 p. m. Agency: Commercial Radio Service, N. Y.

DON LEE NETWORK

JOHNSON, CARVELL & MURPHY, Los Angeles (Kellogg's ant paste), on Aug. 2 starts for 4 weeks, participation in *Early Morning News*, on 12 California Don Lee network stations, Tues., Thurs., Sat., 7:45-8 a. m. Agency: William A. Ingoldsby Co., Los Angeles.

WHEATENA Corp., Rahway, N. J. (cereal), on Sept. 16 starts for 16 weeks, a live talent series on 2 Don Lee network stations (KHJ, KFRC), Mon., Wed., Fri., (time not decided). Agency: Rohrabaugh & Gibson Adv. Agency, Philadelphia.

JELL-WELL DESSERT Co., Los Angeles (packaged pudding), on Aug. 1 starts for 52 weeks *The Green Hornet*, adventure serial, on 3 Don Lee network stations (KHJ, KGB, KFXM), with KFRC being added Oct. 31 Tues., Thurs., 7:30-8 p. m. (PST). Agency: Lord & Thomas, Los Angeles.

Continuing

QUAKER OATS Co., Chicago (puffed wheat & rice), on Sept. 26 renews for 35 weeks *Dick Tracy* on 29 Pacific Coast Don Lee network stations, Mon. thru Fri., 5:30-5:45 p. m. (PST). Agency: Fletcher & Ellis, Chicago.

PROSPERITY PUB. Co., Los Angeles (political), on Aug. 8 renews for 39 weeks, *Townsend Radio Club* on 11 California Don Lee network stations, Mon., 8:30-8:45 p. m. (PST). Agency: Lisle Shelden Adv., Los Angeles.

SEVEN UP BOTTLING Co., Los Angeles (soft drink), on Aug. 7 renews for 13 weeks, *The Mariners Tell It to You*, on 3 California Don Lee stations (KHJ, KFXM, KPMC), Sunday, 6-6:30 p. m. (PST). Agency: Glasser Adv. Agency, Los Angeles.

PHILIP MORRIS & Co., New York (Paul Jones cigarettes) on Aug. 1 started *John B. Hughes News & Views* on 4 Mutual-Don Lee stations in Northern California, Mon., Fri., 7:15-7:30 (PST).

BANK OF AMERICA, San Francisco recently renewed *House of Melody* on 12 Don Lee-Mutual stations in California, Sun., 7 to 7:30 p. m. (PST).

WANDER Co., Chicago (Ovaltine) on Sept. 26 renews transcribed *Little Orphan Annie* on 12 Don Lee-Mutual stations in California, Mon. thru Fri., 5:45-6 p. m. (PST), for 39 weeks.

(Tabulation of new and continuing programs on the major networks for fall, complete as BROADCASTING went to press, is printed on pages 11, 30, 31, 32.)

DUST-PROOFED with helmet and goggles, Frank Gagliano, engineer of WISN, Milwaukee, handles a lap-by-lap account of the midget auto races at State Fair Park dirt track each Friday night at 10 o'clock. Carrying the dust-proofing idea further, Don Weller, WISN chief engineer, has also made a cover for the amplifier.

Record Autumn Foreseen by Networks

(Continued From Page 11)

a production center for network shows—both Pacific Coast programs and transcontinentals" he said. "All but one of the transcontinental sponsored program series which originated in Hollywood during the past season on CBS will return to the air, plus several new sponsored shows. Many new West Coast commercials will also originate from Hollywood and some from San Francisco.

"Throughout the East, during my trip, I was impressed with the general feeling of confidence among network executives and agency officials concerning the commercial aspects of the fall schedule. New York expects one of its heaviest seasons to date. It appears that the same will be true of Hollywood. I would definitely say that the so-called 'recession' is not going to have much of an effect on radio during the coming fall season. We look for a great schedule."

Harry W. Witt, CBS Southern California sales manager, Hollywood, stated that "our greatest difficulty is finding time on the CBS Pacific Coast network for prospective sponsors. Regardless of recession, it looks like a banner fall, with most of the old advertisers as well as many new ones returning to our network. We are elated over prospects for the coming season. Western and eastern advertisers too, realizing that we are coming out of this recession, are planning better entertainment, giving a fuller measure of cultural and educational value to the public—the potential buyers."

Highly optimistic is Don E. Gilman, NBC Western division vice-president, Hollywood, who stated that "prospects for resumption of business and programs in the fall are the highest in history." There is every indication, Mr. Gilman said, that practically all the network shows, both transcontinental and West Coast, heard over NBC last season, and originating from Hollywood and San Francisco, will be back in the fall after the seasonal summer interruption. "In addition to the established programs, many new sponsored shows, both regional and national, will also emanate from the San Francisco and Hollywood studios," he declared. "Available network time and new programs to fit the needs of prospective sponsors are the problems we are facing at the present moment."

Outlook for Spot

The outlook for spot radio advertising this fall is also encouraging. Practically all but the purely summer seasonal spot campaigns now on the air are continuing, and many advertisers are enlarging their schedules. There is also a great deal of new spot business in the working-out stage, which is expected to develop within the next month. The recent upturn in business generally is having a good effect on fall advertising plans and many advertising agencies are looking forward to their biggest spot billings this fall. Local business has held up well throughout the summer and is expected to increase this autumn, so with the addition of a large amount of political business in many states, the nonnetwork business may quite possibly account for a larger percentage of all radio incomes than before, despite the increase in network billings.

An interesting aspect of the autumn schedules for network commercial programs as they now stand is that while there are many new programs there are few new sponsors. The great majority of these additional advertising broadcasts represent either increased expenditures for radio by its present users or the return to the air of former radio sponsors. In a recent study of its advertising revenues made by NBC, the network found that in 1937 eight of each ten of its advertisers were repeat customers who had previously used NBC facilities, and that of its total income from time sales for the year, 96.8% came from repeat clients. From this NBC concludes that radio advertising "has evidently been a sound investment for many advertisers who use this new medium."

Westerners See Activity

Lloyd E. Yoder, general manager of NBC stations KPO and KGO, San Francisco, declared that "from all indications business on the NBC's Western stations, in national and local spot and network accounts, will bring a banner season to the network. At present we are far ahead of the same period last year in actually signed fall business and in number of reservations. There will be a number of national accounts using our stations here on the Coast for the first time. The outlook is very bright."

Henry Jackson, CBS sales manager in San Francisco, said: "From the looks of things at this date, network sales on the Pacific Coast network of CBS will be far ahead of last year. Judging by the contracts already signed, the inquiries for programs and time during the fall, I believe it is safe to state that CBS will see a banner season. We anticipate production of a number of new network commercial shows from our San Francisco studios, which will be operating by Aug. 11."

Ward Ingram, San Francisco sales manager of Mutual-Don Lee, announced the network will see its biggest fall season in history this year. There will be a decided increase in both national spot and network business. "Our Pacific Coast network business is 50% above last year and probably will go higher by mid-August," he said.

Tennessee Elections

NASHVILLE radio stations will cover the Tennessee Democratic primaries jointly and independent of local newspapers for the first time in history Aug. 4, with the Nashville Radio-Press Bureau furnishing WSM, WLAC and WSIX with local and State news bulletins of election returns. A suite in a downtown hotel will headquarter a local staff, while other groups in candidates' headquarters and over the State will report directly to the central radio bureau. All stations will use the same bulletins this year, a change from the practice of previous years resulting from affiliation with competing newspapers.

WRNL, Richmond, has been authorized by the FCC to increase its power to 1,000 watts and operate full time on 880 kc. The station, now operating with 500 watts daytime on 880 kc., is owned by the same interests as the *Richmond News-Leader* whose publisher is Dr. John Stewart Bryan, president of William & Mary College.

When you install new equipment to increase antenna efficiency, be sure that you get results you expect. Such assurance can be based only upon experience and a record of performance. Blaw-Knox has been building antennas since 1912; its leadership in the field of radio covers this industry's entire history. Having pioneered the vertical radiator, having unequaled facilities for research, design, and construction, knowing the possibilities, limitations, and specialized uses of every type of vertical antenna . . . Blaw-Knox fully justifies complete confidence in *results*. Your antenna equipment involves only about 15% of your total investment. Give the other 85% a chance to perform.

BLAW-KNOX VERTICAL RADIATORS

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh, Pa.
Offices in New York, Chicago, Philadelphia, Birmingham, Detroit

Purely PROGRAMS

GEORGE D. HAY, the "Solemn Old Judge of *Grand Old Opry* on WSM, Nashville, has instituted an audience relations department, taking over all fan mail calling for an answer and giving it personal attention. In addition, he appears on the thrice-weekly *Strictly Personal* program to answer some of the more general inquiries directed to him, with listeners asking advice on personal matters as well as just relating their personal troubles. Mr. Hay tells listeners at the outset that he doesn't know all the answers, but believes he knows where to find most of them.

* * *

Oxydol in Polish

OXYDOL'S daily transcribed quarter-hour in Polish, *Main Street*, started July 18 on WBNX, New York. *Main Street* presents a real-life story of plain people and what they think and do in stores and shops. The Polish program is in addition to Ivory Soap and Crisco announcements in foreign languages carried over WBNX by Procter & Gamble Co. Blackett-Sample-Hummert, Chicago, handles the Oxydol account.

* * *

All About Aviation

A SERIAL of aviation adventure, *Men With Wings*, was started July 31 as an MBS Sunday afternoon sustaining feature. Titled from the Paramount picture of that name, the series will be written by Paramount writers and acted by Paramount stars, but it will carry no credit line for the film company and its story will be quite different from that of the movie. Program originates through KHJ, Los Angeles.

* * *

Heat Chasers

SUGGESTED and sold to WFBR, Baltimore, by a listener, *How To Keep Cool* gives 45 minutes of recorded music and tips on coolness from interviews with persons like a housewife, policeman, traveling salesman, or a guard on an armored truck. The idea was brought to WFBR on a Thursday morning and sold as a participating program to eight sponsors by Friday noon.

* * *

Pullen Sounds

JUVENILE serial called *Trailer Tim* has started on WLS, Chicago, featuring Purv Pullen, imitator and whistler. The quarter-hour, thrice-weekly series concerns mythical trips around the country in a trailer. Mr. Pullen recently joined the WLS staff after completing several animal imitations for Walt Disney pictures.

* * *

Prison Devotions

GRAHAM POYNER, program director of WPTF, Raleigh, is planning a series of Sunday devotional services to be broadcast from Central Prison, North Carolina State penitentiary, with the State's 80-odd prison camps equipped with radios so they can listen.

* * *

Find the Flaw

TEAMS compete in detecting errors of fact, grammar and pronunciation in sentences read by W. Curtis Nicholson, lexicographer, in a new quiz series, *My Error*, broadcast weekly on WEVD, New York.

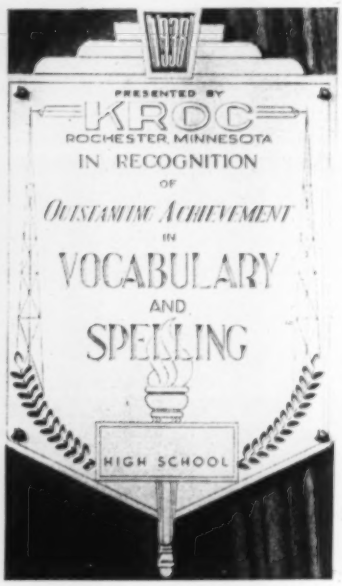
Sports Queries

A QUESTION-and-answer program with a sports slant is *Oylmpics of the Air* which KMBC, Kansas City, is serving to Saturday night listeners with satisfactory results. With Jack Starr, KMBC sports editor, as the master-of-ceremonies, unrehearsed contestants are pulled out of the audience and plied with questions about sports. Winner gets two tickets to his choice of major sporting events in Kansas City. Listeners participate by sending posers on sports to Jack Starr for use on the show. All questions used are rewarded with two tickets to sports events also.

* * *

From the Same Site

GENERAL BAKING Co.'s thrice-weekly *Sidewalk Interviews*, to complete a full year's run on WTAG, Worcester, Mass., in September, draws increased spectator interest by originating each broadcast at the same spot outside Poli's Capitol Theater, Worcester. Howard Wright conducts the program, recently extended for 13 weeks. BBDO handles the General Baking Co. account.



STARTING with 5,500 seventh, eighth, and ninth graders from 15 surrounding Minnesota schools, KROC, Rochester, recently finished a five-month elimination down to three winners in its vocabulary and spelling bee contest, remoting the programs direct from various high schools. Plaques went to winning schools and to individual best-spellers. Cooperating with a Radio Educational Advisory Board representing Southeastern Minnesota schools, KROC plans to extend the contests this fall to include high school pupils. Supplementing these KROC is running a twice-weekly *News & Views* community promotion feature.

Peeker's Prizes

PASSERS-BY take a 30-second peek through a small hole in sponsor's covered window, describe what merchandise they see, and win prizes for seeing most on the *Window Peek* quarter-hour of WDZ, Tuscola, Ill. After peeking finishes, and winner announced, the window cover is drawn and the best peeker gets his choice of any article in the display. The program holds a big crowd on the street, WDZ reports.

* * *

Guesses and Koo Koo's

THEATER passes go to an unlimited number of listeners guessing the correct titles of six pieces on *Dorothy Diller's Song Hour* over WTOL, Toledo. The program is sponsored by Sherlock Baking Co. Sterling Beeson, director of WTOL's early morning *Rise & Shine* feature, recently started a one-hour live show, *Koo Koo Klub*, run as a sustainer six days a week from 6:30-7:30 a. m.

* * *

When Girls Say Uncle

JAMES A. NASSAU, the *Uncle Jim* of WIBG, Glenside, Pa., instructs Girl Scouts in radio dramatics during the summer at their Silver Springs, Pa., camp. *Uncle Jim* presents Girl Scout programs as the Wednesday feature of his daily 5:30 WIBG broadcast, and each troop in District 7 has appeared at least once.

* * *

Neighborhood Notes

WGAR, Cleveland, recently started *News of Our Neighbors*, Sunday evening feature, with Ralph Worden presenting best news story selections of small town editors in Northern Ohio. Choices are incorporated into *News of Our Neighbors*, with Mr. Worden acting as commentator, and credit lines for each story.

* * *

Breezes From the Seas

CKWX, Vancouver, has started a Wednesday evening series, *Union Sea Breeze Interviews*, for the Union Steamship Co., specializing in coastal service and summer cruises. The broadcasts, originating from the company's steamers after leaving dock and going out on a shortwave unit, feature interviews with passengers by Fred Bass.

* * *

Words and Baseball

TWO five-man teams mix spelling bees with baseball on the *Spell-Ball* weekly half-hour on WSPD, Toledo. Words are typed out, evaluated from one-baggers to home-runs, according to difficulty. Contestants come up in regular batting order and draw a word. Each miss is an out, and two outs retire the side for the inning. The winning team takes a $15 cash prize.

* * *

From a New Home

CAPITALIZING on the new home of Chief Engineer T. E. Atherstone, KGVO, Missoula, Mont., carried a half-hour studio-remote program, sponsored by the building contractors, describing various building features of the new building.

Meal Chime

SUGGESTED by J. K. Mason, NBC merchandising manager, Baltimore & Ohio Railroad has accepted several sets of NBC chimes for use by its dining car waiters to announce meal times. The chimes will first be used on the New York, Washington, Chicago, St. Louis and Detroit runs, later by the Alton R. R., Baltimore & Ohio subsidiary, on its Cincinnati-St. Louis runs.

Always a Dedication

STUNT on an all-request program on KGVO, Missoula, Mont., is the shot-in-the-dark dedication, calling for a dedication each day to some hypothetical listener like "a forestry lookout in the Blackfoot Valley who listens to our program while watching for forest fires". The listener fitting the description is asked to write and acknowledge the dedication. Replies have been 100%, according to Program Director Jimmy Barber, and often several listeners reply to each dedication. Al Davis conducts the period.

* * *

Spouses on Spot

QUESTIONS and answers parried between husbands and wives, with musical interludes conducted by Josef Cherniavsky, feature the half-hour *Century Fight* show of WLW, Cincinnati. Three husband-wife couples sit around a studio table and query each other on size of wife's hose, license number of family car, and similar facts.

* * *

Bulletins in Movie

WALR, Zanesville, O. recently started flashing UP bulletins direct from the WALR newsroom to the screens of local theaters. Under the hookup, worked out by Manager Ronald B. Woodyard and the theaters, direct lines are maintained from the newsroom, and five times daily the WALR announcer gives two minutes of hot news bulletins to theater patrons via the movie sound system.

* * *

Midnight Harmonies

WJEJ, Hagerstown, Md., has started *Tap Time at the Tavern*, an audience singing program sponsored by a local tavern. Jerry Young, who conceived the program, has guest artists to entertain during the program and the tavern is mobbed every Thursday night at 11:30 when the program is heard.

* * *

Secret Desires

FAMOUS people tell what they would like to do best on Cal Tinney's *If I Had the Chance*, Monday night feature on NBC-Blue. Each week Mr. Tinney interviews a number of people who are outstanding successes in their professions on what they would do if given the opportunity.

* * *

Guider of Youth

FOR ADOLESCENTS John Burt Langley conducts the new *Boy Counsellor of the Air* on WPEN, Philadelphia, presenting a tolerant, far-seeing viewpoint on boys and their problems in an effort to "give guidance and counsel before they get into trouble—not afterwards".

● From arrival in Oklahoma City of President Roosevelt (in circle above) until his departure 1½ hours later, all Oklahoma was "eye-witness" to his movements through WKY's mobile unit and pack transmitter.

How OKLAHOMA'S First Station COVERED THE First Visit OF NATION'S First Citizen

NBC—900 Kc.

WKY
OKLAHOMA CITY

● On July 9th, President Roosevelt was the first President in office ever to visit Oklahoma. During his hour and a half stay in Oklahoma City, the largest crowd the city had ever seen lined the streets on which he passed, jammed the stadium of Fair Park where two networks carried his address to the nation.

All the while, with mobile unit and pack transmitter, WKY was bringing the color and drama of the event to thousands of other Oklahomans unable to attend, shared its facilities with other stations in the state.

Only WKY in Oklahoma had the facilities and staff to cover this important event. So, while the President was making political history in Oklahoma, WKY was writing another brilliant chapter in Southwestern broadcasting history to which it has so richly contributed since 1920, a record which makes WKY stand forth as Oklahoma's FIRST station . . . FIRST in facilities, FIRST in entertainment, FIRST in service and FIRST in the choice of Oklahoma listeners.

Affiliated with The Oklahoma Publishing Co.—Representative—The Katz Agency, Inc.

Date for Filing of Briefs Postponed By FCC to Aug. 15 in Superpower Case

A 15-DAY postponement until Aug. 15 of the deadline for filing of summation briefs covering testimony at the hearings on proposed new rules and regulations for broadcasting was authorized July 25 by the FCC's Superpower Committee in charge of the proceedings. The briefs had been due Aug. 1 and the extension was granted at the request of certain counsel.

The June 6-30 hearings involved all phases of broadcast operation. Most important were those in connection with allowing power of greater than 50 kw. on clear channels and designating 25 channels, more or less, for Class I-A or unduplicated operation [BROADCASTING, June 15, July 1].

As soon as the briefs are submitted, the Committee plans to begin work on its proposed report and recommendations. The report, in effect, will be in the nature of an examiner's report and subject to exceptions and oral arguments before the full Commission. It is hardly possible the FCC can promulgate the new rules early next year.

Treaty Ratification

These rules will serve as the basis for new allocations as prescribed in the Havana Treaty. The treaty, however, does not become effective until one year after its ratification by three of the four nations parties to it, with the fourth signifying its intention of so doing. The United States ratified the convention at the last session of Congress, and Cuba has ratified it. Favorable action from Canada is expected at any time. Mexico, however, is not expected to act until December at which time its Congress convenes. Consequently, it is generally believed the full force of the proposed reallocation, embodying many changes in assignments making permissible increases in power of certain regional stations to 5,000 watts day and night and of local stations to 250 watts night, will not be felt until late 1939 or early 1940.

While the committee has been retarded by the WLW renewal hearings [page 13], serious thought is being given to a number of basic changes, it is understood. George B. Porter, assistant general counsel of the FCC and counsel for the committee, will aid in preparation of conclusions, along with Andrew D. Ring, assistant chief engineer in charge of broadcasting.

The preliminary report probably will not be ready for release before October. All parties would have at least 30 days to file exceptions and ask oral arguments. Even if the FCC sets arguments ahead of routine arguments on its calendar, it is hardly possible that the case will be ready for final consideration before the end of the year.

On the question of superpower there does not appear to be any strong disposition to alter the present rule by permitting additional 500 kw. grants, particularly in the face of Senate adoption of a resolution opposing superpower. It is conceivable that it might find superpower technically and economically feasible and then state in its report that it can make no flat conclusion because of the Senate resolution. This, of course, is speculation.

The committee is known to be giving serious thought to the matter of Class I-A and I-B stations, or those which would be classified as nonduplicated and duplicated clears respectively. Several stations appearing in opposition to projected Class I-B assignments under the new rules as provided in the Havana Treaty, declared they would be stigmatized in a competitive way if their status was inferior to that of other clear-channel stations. For that reason, thought is known to be given to the classification of clear-channel stations. It is not outside the realm of possibility that the Commission will decide not to discriminate in the designation of such stations, calling all of the 32 channels in this category Class I but differentiating between them only so far as the specific assignments are concerned. In other words, there might be two classes of Class I stations without defining the difference between them but actually taking care of the differentials in the assignments.

Certain other provisions such as those outlawing commercialization of experimental authorizations, requirements for clocks in all control studios and those dealing with local ownership of stations, are being scrutinized, it is indicated.

Hogan Heads WCLO

HOMER HOGAN, formerly manager of KYW when it was in Chicago and for the last four years mid-west manager of Hearst Radio Inc., has taken over general management of WCLO, Janesville, Wis. Mr. Hogan succeeds Sydney Bliss who is now publisher of the *Janesville Daily Gazette* and president of the Gazette Printing Co., owner and operator of WCLO. Before entering radio 12 years ago Mr. Hogan was on the editorial staff of the *Chicago Herald-Examiner* and was once its city editor.

Mr. Hogan

KSD
IN ST. LOUIS
While Milady Listens
KSD has a greater Daytime Population Coverage Area than any other St. Louis Broadcasting Station.
The Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

WEBC
Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR
●
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

Accident Is Fatal To Maj. Dalrymple

MAJ. ALFRED V. DALRYMPLE, senior attorney of the FCC and former Federal director of prohibition, died July 25 from injuries suffered when struck by an automobile on Connecticut Ave., Washington, July 23. He was 61.

Mr. Dalrymple joined the FCC Sept. 4, 1934, after having served as special assistant to the Attorney General. He participated in the prosecution of so-called "outlaw" stations operating in Texas two years ago and since that time has been assigned to the hearing section of the law department under Assistant General Counsel George B. Porter.

Maj. Dalrymple was born in Lee County, Texas. During the Spanish-American War he served in the Navy, and afterward returned to Texas to teach. In his youth he went to the Philippines as a school teacher and later was made governor of one of the provinces.

After graduating from an Indiana law school, Major Dalrymple practiced in Chicago in 1914. When the United States entered the World War, he was appointed a major in the Intelligence Service. He served with the Army of Occupation in Germany. After the war he practiced law in Texas and California. President Roosevelt made him prohibition director in 1933 to succeed Gen. Amos W. W. Woodcock. Afterward he was named special assistant to the Attorney General and from that assignment was appointed to the FCC.

Maj. Dalrymple leaves his widow, two daughters, Mrs. Frank Fletcher and Miss Alice Dalrymple, and two sons, James McK. and John Marshall Dalrymple, both of Washington. His son-in-law, Mr. Fletcher, also is an FCC attorney.

A resolution enrolling in the permanent records of the FCC a memorial in tribute to Maj. Dalrymple's services, was adopted by the Commission July 26. The memorial said:

In memory of Major A. V. Dalrymple, industrious, loyal and respected member of the Commission's legal staff, whose career ended in untimely death on July 25, 1938. His record as a patriotic and faithful public servant is recognized as a valuable service to his country and his fellowmen. The Federal Communications Commission regrets deeply the loss of the valuable services and association of Major Dalrymple.

LARRY NIXON, of the staff of WNEW, New York, formerly with WMCA and other stations, is author of a book *Vagabond Voyaging* published July 20 by Little, Brown & Co. It is an account of traveling via freight ships.

Quiz Author With CBS

JOHN C. HEINEY, originator of the *Prof. Quiz* program, which started the current cycle of question-and-answer programs, has been appointed CBS-WJSV promotion manager in Washington, also handling new program ideas. Mr. Heiney, who is still drawing royalties from the sponsorship of *Prof. Quiz*, was recently with the promotion department of the *Washington Post* and radio editor of that newspaper. He formerly was with the *Indianapolis News*, the U. S. Chamber of Commerce and the Iowa Network.

Mr. Heiney

CARL J. BURKLAND, sales manager of WCCO, Minneapolis, took the mike for a special broadcast in Swedish during the visit of Crown Prince Gustav Adolf to the Twin Cities, after a canvass of the WCCO announcers uncovered no Swedish-speakers.

Scalper Scalped

A TICKET scalper recently was caught trying to capitalize on passes to the *Lives of Great Americans* show on WOAI, San Antonio, when he approached an executive of the Great American Life Insurance Co., sponsor of the program, and offered to sell him a "ticket" to the broadcast for 75 cents.

WDAY Personnel Changes

BARNEY J. LAVIN, for the last several years commercial manager of WDAY, Fargo, has been named assistant manager in charge of sales by Earl C. Reineke, president and general manager. Bob Smith, of Cleveland, has joined the commercial department of the station and Howard Nelson has been made publicity director, taking over the post from Dave Henley, who will devote full time to his programming and microphone duties.

Typewriter Plans

ROYAL TYPEWRITER Co., New York, is considering the use of radio this fall, probably beginning with test campaigns in the ten cities which are Royal's chief distributing points. Plan, according to Louis A. Witten, radio director, Buchanan Co., Royal agency, is to ask stations in those cities to recommend programs which they believe will produce the best returns for the sponsor, who will judge programs solely on the basis of cost per inquiry. Future plans depend entirely on results of these tests.

Hosiery Feeler

AMERICA-CHIFFON Co., Chicago (silk hosiery), has started a test on WWVA, Wheeling, and is planning a spot campaign for fall. First United Broadcasters, Chicago, is agency.

T. POWELL, the English announcer of *Radio Barcelona*, was killed recently during an air raid on the Spanish capital.

WALTER BIDDICK COMPANY

RADIO STATION REPRESENTATIVES

LOS ANGELES
SAN FRANCISCO
SEATTLE

KUTA SALT LAKE CITY

"ON THE AIR AUGUST 1st"

Intense coverage of a great market*
at less than half the "old" rate

* 40% of Utah's population live in Metropolitan Salt Lake City

NBC AFFILIATE
INTERNATIONAL NEWS SERVICE
STANDARD TRANSCRIPTIONS
1500 KC. 100 WATTS

FRANK C. CARMAN · MANAGER

How to be governor of

USE THE TEN COMMANDMENTS FO

SING HILLBILLY SONGS FOR EN

Broadcast over the Texa

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THE TEXAS QUALITY NETWORK . . .

EACH STATION AFFILIATED WITH THE NATIONAL BROADCASTING CO.

Ask for Texas Quality Network

EDWARD PETRY & COMPANY, INC

of Texas

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R ENTERTAINMENT

xas Quality Network

D WON A SWEEPING VICTORY IN THE

latively unknown in the Texas gubernatorial race 60 days
re the primaries, W. Lee O'Daniel took his campaign message
e 6,172,000 Texans over the Texas Quality Network stations.
e overwhelming victory for O'Daniel is evidence that the four
stations reached the Texas voters most effectively.
more tangible proof of the effectiveness of TQN advertising
l be recorded. Next time vote for TQN

. . . . **WFAA-WBAP** DALLAS FT. WORTH **KPRC** HOUSTON **WOAI** SAN ANTONIO

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Published by
BROADCASTING PUBLICATIONS, Inc.

Executive and Editorial Offices:
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
GATE TAYLOR, Advertising Manager

Subscription Price: $3.00 per year–15c a copy–Copyright, 1938, by Broadcasting Publications, Inc.

J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager
NORMAN R. GOLDMAN, Advertising Representative

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Editorial ● MAURY LONG, Advertising

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● PAUL BRINES
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Hough's Puff

QUOTH that whimsical sage of American radio, Harold Hough, when asked by BROADCASTING to comment on the Texas elections which assured the governorship for W. Lee O'Daniel, a WBAP flour-selling buildup turned statesman by listener demand:

"He is not a landslide—he is an earthquake, and he is strictly the outcome of radio showmanship, all of which means, I guess, that the few of our remaining radio advertisers will soon turn politicians. Charlie McCarthy will become Emperor of America, and Jack Benny is a cinch for the White House in 1940. Really, Texas is in a terrible turmoil. If the heat doesn't get us, the hillbillies will."

Siesta

WITH CONGRESS out of session, it is refreshing to note that those who beat the big bass drum against broadcasting are taking a siesta. They quit their thumping because the soundingboard isn't available—there isn't any opportunity now to "revise and extend" remarks in the *Congressional Record* or go into oratorical gyrations on the House floor, reading "ghosted" remarks of those with axes to grind.

During this stillness, it's tubes to tubas that the anti-radio artillerymen are busy batting out sensational stuff for winter delivery, coincident with the next session of Congress. Take the hoary harangue about station "license fees" for example. That's a perennial, too good as a front-page publicity-puller to be forgotten.

Yes, let's take the license fee business! We have said before in these columns that it would be discriminatory to single out an industry like broadcasting for license fees to defray the overhead of the regulatory authority when other industries, also governmentally-regulated, are not subjected to similar fees.

Since last session when the wattage-tax bill—moth balls, cobwebs and all—was whisked into the wastebasket, new information is available. The FCC has made a balance sheet of broadcasting. It shows among other things that the stations and the networks last year turned into the Federal exchequer exactly $3,746,239 in corporation income taxes. That doesn't include State taxes, or individual taxes, or other Federal, State and municipal levies.

Now let's look at the other side of the ledger. For the current fiscal year, Congress has appropriated for the FCC a fund of $1,740,000. That is less than half of the sum tossed into the Federal pot last year by the broadcasting industry. And that budget is for *all* FCC operations, including regulating telephone, telegraph, cables, 45,000 amateur operators and divers other activities not directly related to broadcasting.

Aside from the recognized fact that the FCC could get along with lots less if it were a more efficiently functioning organization, and if it spent more time helping industry help itself rather than frying foreign fish, we submit that the broadcasting industry, perhaps to a greater degree than comparably regulated industries, *is* defraying the cost of the authority regulating it. Whether it is getting its money's worth is beside the point.

With only 7.3% of respondents reporting any conviction that radio is abusing its power in the latest 'Fortune' survey, it doesn't seem as though the self-anointed crusaders against radio have much basis for their much-publicized outcries. Possibly the reason they get so much publicity is to be found in the figure for the press, which led all categories with 24.5%.

Thanks to the Campus

JUST as the organized American broadcasting industry drew upon the academic cloisters for a leader and spokesman in Neville Miller, late of the Princeton campus, the powers that govern radio in the British Isles have chosen a university executive, Prof. Frederick Wolff Ogilvie, president of Belfast's famed Queen's University, to succeed that able if sometimes hard-headed Scot, Sir John Reith, as director general of the British Broadcasting Corp.

American broadcasters, particularly the networks, have always enjoyed a most cordial entente with British radio, exchanging programs regularly, extending studio facilities to one another's "correspondents" in Europe and America, often swapping personnel for studies of methods of operation and programming. This despite Sir John's oft-spoken apathy toward commercial broadcasting and his originally expounded thesis, far removed from the American idea, that radio (at least British radio) should give listeners what they ought to have rather than what they want.

In deference to Sir John it should be noted that in recent years the BBC has lightened and popularized its program fare considerably, although it required the impelling popularity of broadcasts, particularly sponsored broadcasts, from France and Luxembourg. Prof. Ogilvie, like Neville Miller, is new to radio—but he comes with a fine background as a college president, an economist, a World War veteran and a man frequently called upon by his Government to lend his talents to the solution of social problems. Like the Miller appointment, his selection is a recognition by radio of its broader social obligations. We welcome the Scottish professor to radio's fold.

'Monopoly': Whose Show?

THE NEW regulatory vogue appears to be "monopoly"—plain or fancy, apparent or real.

The broadcasting industry is on the *qui vive* not only because of the FCC chain-monopoly inquiry slated for fall showing, but also the Federal monopoly inquiry, in which radio as yet hasn't made its debut even on paper.

We have discoursed on this whole subject before—projecting the view that some good and no real harm can result if the investigators devote themselves to finding facts and ignore ballyhoo except as a by-product.

First, we hope—and there is every indication that the hope is well founded—that the Federal committee will not dip into the broadcasting situation and confuse the proceedings slated for FCC scrutiny and study. Aside from the fact that radio is small potatoes when placed alongside America's heavy industries, it is assumed that the joint Congressional-Departmental board will have its hands full without invading the broadcasting field, though there appears to be pressure already from expected sources to that end.

It is encouraging to note the interest being evinced in the forthcoming FCC proceedings. Independent Radio Network Affiliates has called a meeting in Chicago this month to consider its participation in the hearings. Transcription organizations are planning participation. And of course the networks will figure prominently.

But it should be kept in mind that this isn't a "network show". It should be generally accepted that networks are a necessity in the broadcast structure; that they have done a prodigious job in leading American radio to become the world's best, and that they are an indispensable asset in the American tempo.

By the same token, it is true that inequitable situations have developed in the relationship of networks with affiliates and in other competitive fields. And we cannot brush aside the fact the statute prescribes that the FCC regulate networks if it deems it necessary— something it has never essayed to do directly.

The kernel of the FCC chain-monopoly investigation, as we see it, is that stations should not go into the forthcoming hearings with any idea of scuttling any existing entity in broadcasting. In seeking to appease individual grievances against the networks, station operators should not lose sight of network indispensability. They should contribute whatever they can, without bias or malice, toward bolstering the *entire* radio structure, and they should seek to avoid the building up of more governmental supervision and restriction of broadcast operations of the sort that might result only in hamstringing the ability of each broadcast unit to perform maximum public service with minimum governmental interference.

We Pay Our Respects To —

O. L. TAYLOR

JUST THREE years ago O. L. (Ted) Taylor (that's all the name he admits) had never seen the inside of a radio station. He had inherited all the traditional dislike of radio often found in newspapers outside the fold, for he was in charge of advertising for the *Amarillo* (Tex.) *Globe & News*, and an executive of the associated papers in the Hawks-Howe chain.

Today Ted Taylor is as strong a booster for broadcasting as you'll find anywhere. He is in direct charge of three broadcasting stations with an ownership interest in each. He is president of the Texas Broadcasters Association, and the regional director of the NAB for Texas.

In those three short years, this burly, good-natured, six-foot Texan has built a rather unique and a most efficient radio organization. When he undertook the task by order of his board of directors, it was for a temporary organization period, after which he would return to the business office functions for the newspapers. By mutual consent, he stayed with radio.

The Plains Radio Broadcasting Co., which the 32-year-old Ted Taylor heads as president, operates KGNC in Amarillo and KFYO in Lubbock. In addition he is a principal owner of KRGV in Weslaco, which his group recently acquired.

The story of Ted Taylor is not one of radio pioneering, because broadcasting was firmly established as a business before he ever saw the business side of a microphone. But it is a success story of radio because this young executive proved that common sense business methods which work in newspaper publishing can be applied with equal success in broadcasting.

A native Texan, O. L. Taylor was born in the tiny village of Bangs on Aug. 10, 1906. And, as far as your correspondent can ascertain, he was born just plain "O. L.", with his nickname "Ted" arbitrarily acquired or adopted. At 14 he got the newspaper yen and enrolled in a linotype school in New Orleans, working nights and studying during the day. It was a hard schedule, but it taught him the value of hard work. At 17 he became a union linotype operator, one of the youngest in the business.

Two years later young Taylor went to Yuma, Ariz., where he worked on the *Morning Sun*, shifting from the composing room to the business office. His next jump took him back to his native Texas, at Midland, and thence he graduated to the *Amarillo Globe & News*. It was in 1934 that the newspaper decided to enter the radio field. With FCC approval it bought and consolidated Amarillo's two half-time stations — WDAG and KGRS—which became KGNC. Ted Taylor was assigned the task of putting the new venture on its feet, and he frankly didn't like it —at first. He admits he had a lot of ideas about the mission of radio, and none were complimentary.

With his native resourcefulness and intelligence, it wasn't long before he became a staunch radio booster. He was breaking new ground, and he loved it. He forgot about the newspaper business office.

When the consolidation of the stations was effected, they had exactly one national account between them—and that was paying local rates. Panhandle radio had been an orphan. So he decided to give it some character. He started to merchandise, promote, and ballyhoo (in the refined manner, of course). He watched program quality carefully. He established a standard for commercials, so that listeners would realize that products advertised over KGNC were dependable and would fulfill claims made.

Has the system worked? Today KGNC is carrying more than two score national accounts and more than 200 locally. Its business has increased some 400% over the first month following consolidation. Something over a year ago, KGNC moved into its new studio building (built for radio only) and began operation with the most modern equipment available.

While service is Ted Taylor's by-word, he has always realized that it can be provided only with a willing, cooperative and capable staff. He has built excellent staffs at all three stations, and has adopted the practice of working with his men, rather than over them. He never tells a staff member to do something he would not do himself.

When the Texas Broadcasters Association was organized in June, 1937, to serve as a segment of the NAB, Ted Taylor, as an outstanding independent station operator, was selected as its president. When the NAB was revamped last February, Ted Taylor was named by stations in his State as their director on its board.

State fairs and prize cattle might be classified as Ted Taylor's hobbies, though he does manage to get in about nine holes of golf before work on summer mornings. The Tri-State Fair in Amarillo—second largest in Texas—commands Ted's attention every year. He is its secretary-manager. And many a Hereford has won him a blue ribbon at these fairs.

The Taylors (Mr. and Mrs.) reside in Amarillo, but Ted spends considerable time in Lubbock, and now in Weslaco, looking after executive direction of the three stations. He is a Mason and a Kiwanian.

Personal NOTES

FRANK R. McNINCH, FCC chairman, who is expected back at his desk Aug. 1 after a stay in the Naval Hospital in Washington due to illness, became a grandfather July 19. His eldest daughter gave birth to a son, John Merritt Hunter 3d, at Columbia Hospital, Washington. Mr. Hunter is with the Bureau of Air Commerce of the Department of Commerce.

A. E. NELSON, KDKA's general manager who on July 25 became sales manager of NBC-Blue Network, and Mrs. Nelson, were tendered a farewell supper at the KDKA studios prior to their departure. Mr. Nelson was presented with a complete set of Bobby Jones matched clubs, each club carrying a tag bearing the name of one of the KDKA departments. Another feature was a neon sign reading "KDKA Feeds Nelson to the Blue".

HOWARD O. PIERCE, former treasurer of the King-Trendle Broadcasting Corp., has retired from active work and is establishing a new residence in Florida. He recently was succeeded as treasurer by H. Allen Campbell, general manager of WXYZ, who simultaneously became a stockholder.

ANDREW POTTER, formerly manager of KOH, Reno, Nev., and more recently program manager of KSRO, Santa Rosa, Cal., is now associated with Burtt L. Berry in a radio promotion firm with offices in the Pacific Bldg., San Francisco, creating commercial ideas for radio presentation.

THOMAS F. JOYCE, advertising and sales manager of RCA Mfg. Co., Camden, was guest speaker before the Boston Rotary Club July 20. He was presented by John A. Holman, general manager of WBZ, Boston, and WBZA, Springfield, Mass., which broadcast the talk.

MORRIS (Steve) MUDGE, formerly of Edward Petry Co. and Conde Nast Publications, has joined the Eastern sales staff of Mutual network.

ALLAN McKEE, formerly in the sales and promotion department of WMT, Cedar Rapids, Ia., and his brother, R. F. McKee, of Santa Ana, Cal., have joined KGFJ, Los Angeles, as account executives.

FINDLAY A. CARTER, new to radio, has joined KRKD, Los Angeles, as account executive.

SHELDON B. HICKOX Jr., assistant to NBC's station relations manager, is the father of a boy, Sheldon B. Hickox III, born July 15, his first child.

LEO B. TYSON, general manager of KMPC, Beverly Hills, Cal., is on a 30-day business trip to New York, Detroit and Chicago.

HARRY W. WITT, CBS Southern California sales manager, was guest speaker July 15 at the School of Speech of the University of Southern California, Los Angeles. Mr. Witt recently was made a director of the Los Angeles Advertising Club.

CLYDE HARRISON, recent graduate of Denver and Colorado universities, has joined the sales department of KFEL, Denver. Mark C. Crandall, of KFEL, married Dorothy W. Harris July 14.

JOHN WALSH, formerly of the *Cleveland News* advertising department, has joined WGAR, Cleveland.

EUGENE S. MITTENDORF, manager of WIND, Gary, Ind., is the father of a girl, born July 8.

ROBERT F. SHIELD has joined KDKA, filling the vacancy created by the transfer of Bill Real, who replaced Robert Saudek, sent to New York recently as assistant to A. E. Nelson, new sales manager of NBC-Blue.

LEO KLIER, formerly of WIND, Gary, Ind., has joined the sales department of WGES, Chicago.

DON ROBBINS, San Francisco sales representative for the California Radio System and McClatchy radio stations, is recovering from chest injuries received during a fall at a San Mateo, Calif. beach.

RENE CANIZARES, Havana manager of Conquest Alliance Co., sailed for New York July 21 on a combined business and pleasure trip. He may broadcast some shortwave sports programs to Cuban stations.

L. L. (Jake) JAQUIER has resigned from the staff of West Virginia Network, where he was former manager of WPAR, Parkersburg, W. Va., and is visiting this month with friends at Delphos, Kan.

HUGH M. FELTIS, commercial manager of KOMO-KJR, Seattle, is the father of a daughter, Patricia Ann, born to Mrs. Feltis in Seattle's Swedish Hospital July 22.

JOHN M. HENRY, onetime manager of Central States Broadcasting System (KOIL, Omaha, KFAB, KFOR, Lincoln), now with the Iowa State Centennial Exposition, on July 21 started a series of weekly programs on WHO, Des Moines on behalf of the Centennial at Council Bluffs, Ia., Aug. 17-Sept. 15.

PHILIP G. LASKY, manager of KSFO, San Francisco, spoke July 26 before the Advertising Club of Oakland, discussing "Radio—The Modern Beanstalk That Makes Jack".

LESTER COHEN, attorney in the offices of Duke M. Patrick, radio attorney, and Mrs. Cohen on July 14 became the parents of a 7 lb. son, Robert Stephen.

BEHIND the MIKE

THOMAS L. ROBINSON, formerly with the *New York Times* and in public relations work with Harold F. Strong Corp., has joined NBC's continuity acceptance staff as assistant editor and agency contact man.

LEON GOLDSTEIN, publicity director of WMCA, New York, is the father of a son, Michael Henry, born July 15.

EARLE MULLEN, formerly of the *Chicago Tribune* editorial staff, has joined NBC's New York press department to handle special assignments.

LATHAM OVENS, who has been writing continuity for Joe Penner programs several months, recently returned to the continuity staff of WLW-WSAI, Cincinnati. Van Woodward, formerly of KMOX, St. Louis, and Robert Monroe have also joined WLW-WSAI, replacing Norman Sullivan and Dick MacKnight.

THALIA LARKIN, assistant to Marjorie Mills on WEEI, Boston, is to marry Henry J. Erath, Newton Center, Mass., Aug. 13.

HARRY RUNYON, formerly sales head of KXL, Portland, Ore. has joined KGW-KEX Portland.

GIL BABBITT, former managing editor of *Radio Press*, Philadelphia fan weekly, has joined WPEN, Philadelphia, as press department head.

TOM KEARNS of the WOR press department, resigns Sept. 1 to take a similar position with a Hollywood film company.

No other station in New York State presents all of the top-flight network programs WSYR offers its listeners this season.

NO STATION CAN BE STRONGER THAN ITS PROGRAMS

Here's just a few that make WSYR stronger than ever!

Charlie McCarthy
Bing Crosby - Bob Burns
Lowell Thomas
Green Hornet
Lone Ranger
National Barn Dance
One Man's Family
National Farm and Home Hour
Magic Key

570 kc.

WSYR SYRACUSE

ANNOUNCING UMP
El Prough of WDAY Takes Mike Behind Bat

ANNOUNCING and umpiring a baseball game simultaneously is the newest wrinkle by El Prough, sports announcer of WDAY, Fargo, N. D. Broadcasting an exhibition game July 15 between the Fargo-Moorhead Twins of the Northern League and the Moorhead Red Sox, a semi-pro club, Prough stood behind home plate, wore all the umpire's protective paraphernalia, called balls and strikes, and described the entire first inning play by play.

The broadcast gained color with reception of infield chatter, the catcher's remarks to the pitcher and hitter's caustic comments on debatable decisions. Even the brushing off of home plate by the "umpire," doing his chores, was heard by listening fans.

EMMET DOUGHERTY, formerly public relations director of the Distilled Spirits Institute in Washington and before that a member of the *New York Herald-Tribune* staff in Washington, has been named public relations director of Millers' National Federation, National Press Bldg., Washington. His work will supplement that done by the Division of Editorial News and Education of the Wheat Flour Institute, a branch of the Federation.

MRS. KAY LEE, continuity writer for WDNC, Durham, N. C., has resigned to join her husband in Massachusetts.

MARTIN JACOBSEN has been named chief announcer of WJJD, Chicago, to replace Robert LaBour, who was forced to retire from work because of hay fever.

ED PAUL, announcer of WCFL, Chicago, on July 18 married Eileen Jensen, a former member of the *Winnie, Lou & Sally* trio on WLS, Chicago.

WILLIAM A. DURBIN, of WEW, St. Louis, will return to the St. Louis University Law School this fall.

TRUMAN BRADLEY, Chicago announcer and commentator on the CBS *Ford Sunday Evening Hour*, has reported to M-G-M Studios, Hollywood where he is under a seven-year contract, and will shortly start work in his first film. He will not return to the *Sunday Evening Hour* this fall, but plans to combine radio and motion picture work in Hollywood.

DON FORBES, CBS Hollywood chief announcer, is preparing a transcribed weekly quarter-hour Hollywood news series to be released nationally, *Don Forbes' Hollywood Scrapbook*.

C. L. MENSER, production manager of the NBC central division, Chicago, is vacationing in Mexico City.

B. H. HUNNICUTT Jr. has been appointed to NBC's international division as substitute Portugese announcer and clerk; Eli Canel, part-time Spanish announcer and writer; Christim Alves dos Santos, Spanish announcer, and Emmet Field Horine Jr., clerk and announcer in German section.

GARRY MORFIT, announcer of WBAL, Baltimore, acting as m.c. of the *Stardust Revue* with 50 entertainers at the local Hippodrome Theater, broke all summer attendance records for the theater and was held over for a second week in July.

FRANK MANOV is doing all announcing from the San Francisco studios of KROW, Oakland, during the summer months.

SAMUEL CHOTZINOFF, NBC New York musical consultant, and Leopold Spitalny, network musical contractor and conductor, were in Hollywood during July.

EVELYN BLEWITT, recently appointed Consumer Education Bureau director of the Don Lee Broadcasting System, Los Angeles, has resigned.

JOHN HUGHES, formerly with WHBB, Selma, Ala., and WBHP, Huntsville, Ala., has joined the staff of WGCM, Gulfport-Biloxi, Miss.

RICHARD McDONAGH, of the NBC Script Division, wrote *America's March on Crime*, a dramatization of case records, for presentation July 22 during the Interstate Commission on Crime meeting in Cleveland.

VIRGINIA BARBER, Associated Cinema Studios, Hollywood, continuity writer, has resigned to free-lance.

JAMES BANNON, KFI-KECA, Los Angeles, announcer, married Beatrice Benaderet, Hollywood radio actress, in San Francisco July 16.

DICK CRANE, formerly of WCOC, Meridian, Miss., and KBTM, Jonesboro, Ark., has joined KLRA, Little Rock.

FRANK HENNESSEY, formerly of KLRA, Little Rock, Ark., has joined WMC, Memphis.

FRANK KEEGAN, formerly of KTHS, Hot Springs, Ark., has joined KLRA, Little Rock.

BERNIE MILLIGAN has resigned from Radio Feature Service, Hollywood publicity bureau, to devote his entire time to *Mike*, Los Angeles weekly radio fan tabloid published by Gilmore Oil Co., sponsors of the weekly NBC *Gilmore Circus*.

JACK LYMAN is back at his desk in the production department of NBC, San Francisco after a leave of absence to aid in advance ticket sales for the 1939 Golden Gate Exposition.

JOSEPHINE AVIS, traffic manager of KYA, San Francisco recently announced her engagement to Willard Hinkley, local business man.

HENRY A. FELIX, formerly with WSPR and WMAS, Springfield, Mass., is now on the staff of WHDH, Boston, where he is conducting his *Dream Weaver* program.

ROBERT B. HANSON, of WROK, Rockford, Ill., will marry Miss Virginia Munro Aug. 11 at Williams Bay, Wis.

BOB CARTER, formerly of KMOX, St. Louis, WBBM, Chicago, and WLW, Cincinnati, has joined KFEL, Denver.

JOHN FRAZER, NBC Hollywood announcer, has been signed by Universal Studios, to narrate in the film, "Letter of Introduction".

JOHN CONTE, Hollywood announcer, has been signed for a role in "Touchdown, Army", to be produced by Paramount.

CARROL NYE, of Radio Feature Service, Hollywood, has been set for the role of radio commentator in a sports picture being produced by 20th Century Fox Studios.

ERNEST FELIX, auditor of KFI-KECA, Los Angeles, is the father of a girl born July 20.

EDNA SILVERTON, assistant to Bill Bailey, publicity director of WLW-WSAI, Cincinnati, is recovering from an appendectomy. Christine Fee is filling in tempoarily.

VERNON SCOTT, recent University of California graduate, has joined the sales staff of KRE, Berkeley, Cal.

RUSSELL HIRSCH has returned to WCOA, Pensacola, Fla., as program director. He has been with WNOX, Knoxville. Ray Adkins, formerly of WROL, Knoxville, has also joined WCOA.

BILL BACHER, Hollywood radio producer, is in New York completing broadcast details for the eastern premiere of 20th Century Fox film "Alexander's Ragtime Band", on CBS Aug. 3.

CARLTON KADELL, Hollywood announcer on the CBS *Big Town* program, sponsored by Lever Bros. (Rinso) has been signed for the fall series which resumes in September.

EVERETT TOMLINSON, Hollywood writer of the CBS-Pacific *Hollywood Showcase*, and Wanda Webster of Tacoma, Wash., will be married in Tacoma Aug. 9.

B. F. McCLANCY, NBC traffic manager, is making a four-week inspection trip to the West Coast.

TOM FOY, continuity writer of WGN, Chicago, is building a new 15½-foot sailing boat which he expects to have completed by the end of the summer.

JAMES HARVEY, who conducts the *Camera Club* of KYW, Philadelphia, Monday nights, is preparing a book based on his broadcast interviews of the last six months.

ETHEL KORN, in charge of music clearance at KYW, Philadelphia, has become engaged to David Metzer, a third year medical student.

JACK C. SAYERS, CBS Hollywood assistant publicity director, leaves Aug. 5 for three weeks in the East.

H. HERBERT ANGELL, chief announcer of KQV, Pittsburgh, in July celebrated his eighth anniversary with the station.

STANLEY RAYBURN, formerly associated with Walter Batchelor's enterprises, is now head of the Artist Bureau of Allan-Alsop Eddy Radio Recording Corp., New York.

KATHERINE ROCHE, who has conducted the *June Baker* home management program on WGN, Chicago, for 12 years sails Aug. 3 on the *Normandie* for a month's vacation in Europe.

COLTON G. MORRIS, formerly of WMAS, Springfield, Mass., and news commentator for *Christian Science Monitor*, has joined WBZ, Boston.

WALTER F. MACKIE, secretary to Leland C. Bickford, editor-in-chief of the Yankee and Colonial Network News Service, is the father of a boy born July 8.

FRANKLYN MacCORMACK, formerly of WBBM, Chicago, has been named staff announcer for Evans Fur Co., that city.

GEORGE ENGLE, a June graduate of Kansas State College, Manhattan, and KSAC, the college station, has joined WIBW, Topeka.

DAVID MANNING, formerly of KWK, St. Louis, has joined the announcing staff of WTOL, Toledo.

CLINTON GODWIN has been transferred from the engineering to the announcing staff of CKX, Brandon, Manitoba. Humphrey Davies assumes his post at the station controls.

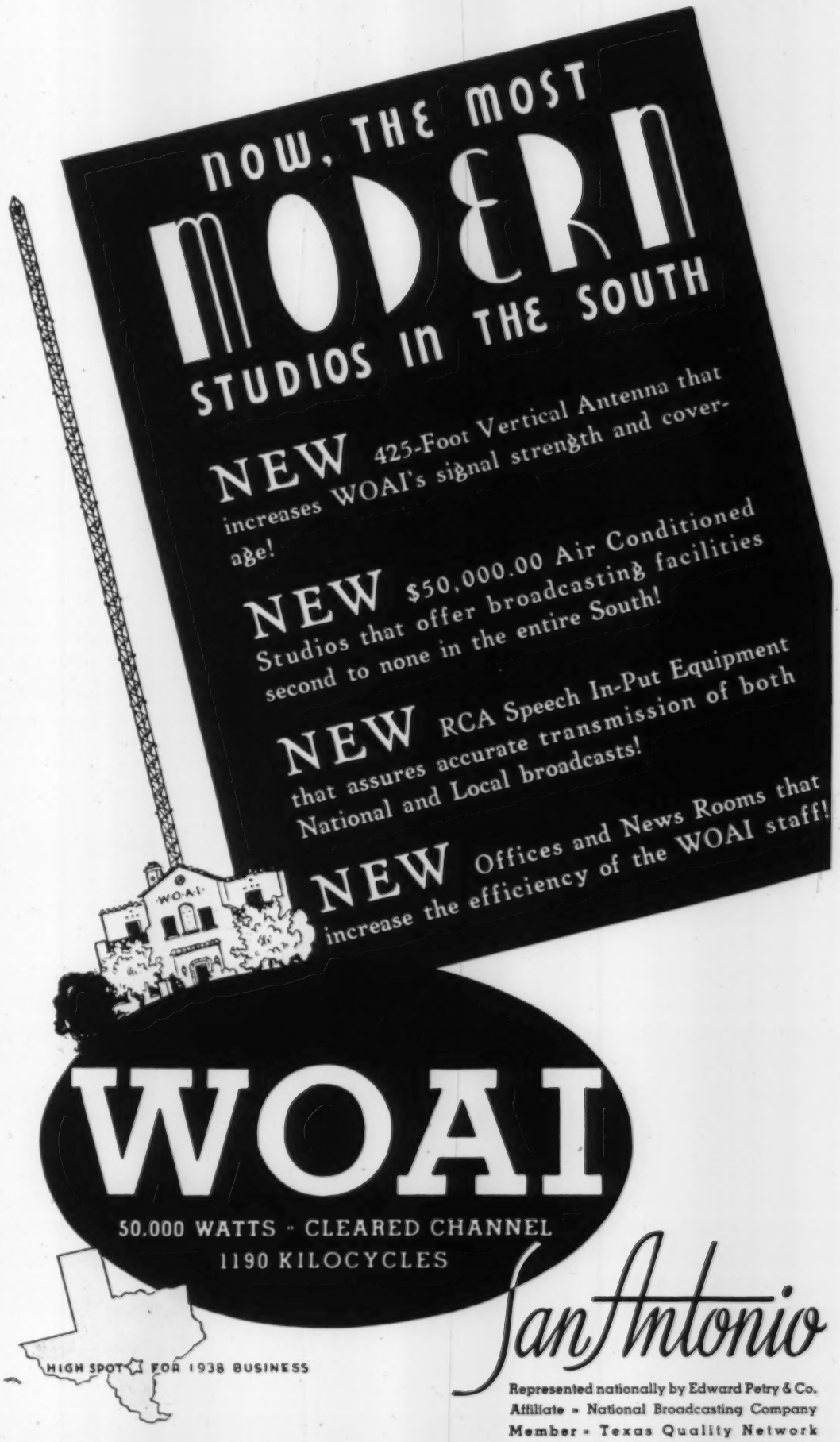
ERIC DAVIES has been added to the announcing staff of CKY, Winnipe, Manitoba.

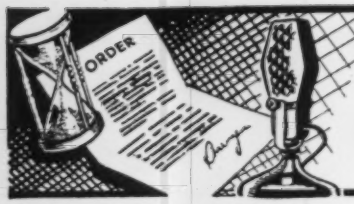
JAMES HARPER, formerly with Radio Feature Service, Hollywood publicity bureau, has joined Elwood J. Robinson Agency, Los Angeles, as assistant to Harry Bennett, director of public relations.

BUD HARRIS, actor, has joined the announcing staff of WIND, Chicago, to m. c. its Wednesday evening amateur hour.

WILLIAM LOFBACK has been named continuity editor of WHLB, Virginia, Minn.

HELEN SAWYER, formerly KSFO, San Francisco, commentator, has started a weekly quarter hour series featuring women in the news, on KNX, Hollywood.


now, the most
MODERN
STUDIOS IN THE SOUTH
NEW 425-Foot Vertical Antenna that increases WOAI's signal strength and coverage!
NEW $50,000.00 Air Conditioned Studios that offer broadcasting facilities second to none in the entire South!
NEW RCA Speech In-Put Equipment that assures accurate transmission of both National and Local broadcasts!
NEW Offices and News Rooms that increase the efficiency of the WOAI staff!
WOAI
50,000 WATTS - CLEARED CHANNEL
1190 KILOCYCLES
HIGH SPOT FOR 1938 BUSINESS
San Antonio
Represented nationally by Edward Petry & Co.
Affiliate - National Broadcasting Company
Member - Texas Quality Network



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WJSV, Washington

Globe Brewing Co., Baltimore (Arrow beer), 26 *sp*, thru Joseph Katz Co., Baltimore.
Florida Citrus Commission, Tampa, daily *sa*, thru Arthur Kudner, N. Y.
Oneida Community, Oneida, N. Y., weekly *t*, thru BBDO, N. Y.
Manhattan Soap Co., New York (Sweetheart soap) daily *sa*, thru Peck Adv. Co., N. Y.
Continental Baking Co., New York, 5 weekly *sp*, thru Benton & Bowles, N. Y.
Gunther Brewing Co., Baltimore, 2 weekly *sp*, *t*, thru Erwin, Wasey & Co., N. Y.
Birdseye Frosted Foods Corp., New York, 4 weekly *sa*, thru Young & Rubicam, N. Y.
Kellogg Co., Battle Creek, 4 weekly *t*, thru Compton Adv., N. Y.

WICC, Bridgeport, Conn.

American Tobacco, New York (Lucky Strike), 216 *t*, thru Lord & Thomas, N. Y.
Bell & Co., Orangeburg, N. Y. (Bell-Ans), 91 *ta*, thru Anderson, Davis & Platte, N. Y.
Lever Bros. Co., Cambridge (Spry), *sa* series, thru Ruthrauff & Ryan, N. Y.
Reid-Murdoch Co., Chicago (Monarch food), *sa* series, thru Rogers & Smith, Chicago.

KDKA, Pittsburgh

International Harvester Co., Chicago (tractors), 3 weekly *sa*, thru Aubrey, Moore & Wallace, Chicago.
Kellogg Co., Battle Creek (cereal), 4 weekly *t*, thru J. Walter Thompson Co., Chicago.
Williamson Candy Co., Chicago, 5 weekly *ta*, 52 weeks, thru John H. Dunham Co., Chicago.
Standard Air Conditioning, New York, 10 *sa*, thru BBDO, N. Y.

WMCA, New York

Community Opticians, New York, 36 *sp* weekly, thru Commonwealth Adv. Agency, Boston.
Red Cross Shoe Stores, 6 *sa* weekly, thru Norman B. Furman, N. Y.
New York State Bureau of Milk Publicity, 150 *sa*, thru J. M. Mathes, N. Y.
Stanco Inc., New York (Flit), 24 *sa*, thru McCann-Erickson, N. Y.

KPO, San Francisco

Mutual Citrus Products Co., Santa Ana, Cal. (pectin), 3 weekly *ta*, thru Charles H. Mayne Co., Los Angeles.
Brown & Williamson Tobacco Corp., Louisville (Avalon cigarettes), weekly *t*, thru Russell M. Seeds Co., Chicago.

WEEI, Boston

Ward Baking Co., Brooklyn, *ta* series, thru Sherman K. Ellis, N. Y.
Longines-Wittnauer Co., New York (watches), 6 *sp* weekly, thru Arthur Rosenberg Co., N. Y.
Air Conditioning Institute, Chicago, weekly *t*, thru James R. Lunke & Associates, Chicago.

KQW, San Jose, Cal.

The Rosicrucian Order, San Jose (religious), 3 weekly *sa*, thru Richard Jorgensen, San Jose.

WKY, Oklahoma City

Muehlebach Brewing Co., Omaha, weekly *t*, thru Bozell & Jacobs, Omaha.
Griesedieck Western Brewing Co., Chicago (Stag beer), 6 *sp* weekly, thru J. Walter Thompson Co., Chicago.
Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Club tobacco), 6 *sp* weekly, thru Ruthrauff & Ryan, N. Y.
Folger Coffee Co., Kansas City, 5 *t* weekly, thru Gardner Adv. Co., St. Louis.
General Mills, Minneapolis (Gold Medal), 3 *t* weekly, thru Knox-Reeves Adv., Minneapolis.
National Biscuit Co., New York (Shredded Wheat), 5 *t* weekly, thru McCann-Erickson, N. Y.
General Mills, Minneapolis (Wheaties, Korn-Kix), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Midway Chemical Co., Chicago (Flyded), 3 *t* weekly, thru Blackett-Sample-Hummert, Chicago.

WSYR, Syracuse

Kellogg Co., Battle Creek (corn flakes), 4 *t* weekly, thru J. Walter Thompson Co., Chicago.
Manhattan Soap Co., Chicago (mayonnaise), 4 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.
International Harvester Co., Chicago, 3 *sa* weekly, thru Blackett- Sample-Hummert, Chicago.
General Mills, Minneapolis (Korn Kix), daily *t*, thru Blackett-Sample-Hummert, Chicago.

WTBO, Cumberland, Md.

Procter & Gamble, Cincinnati (Oxydol), 5 weekly *t*, thru Blackett-Sample-Hummert, Chicago.
Cumberland Brewing Co., Cumberland (Old Export), 6 weekly *sp*, thru Cahn, Miller & Nyburg, Baltimore.
Kellogg Co., Battle Creek (Rice Krispies), 26 *ta*, direct.

WEW, St. Louis

Hyde Park Breweries, St. Louis, 7 weekly *sp*, thru Ruthrauff & Ryan, St. Louis.

KDYL, Salt Lake City

California Fruit Growers Exchange, Los Angeles, 26 *sa*, thru Lord & Thomas, Los Angeles.

WNAC, Boston

Ward Baking Co., New York, 156 *t*, thru Sherman K. Ellis, N. Y.
Grove Laboratories, St. Louis (Bromo Quinine), 308 *sa*, thru Stack-Goble Adv. Agency, Chicago.
Boston & Maine Railroad, Boston, 10 *sa*, thru Doremus & Co., Boston.
Chamberlain & Co., Boston (meat), 13 *sa*, thru Calloway Associates, Boston.
Burry Biscuit Corp., Chicago (Educator Biscuits), 65 *sa*, thru John W. Queen, Boston.
General Mills, Minneapolis (Wheaties), 312 *t*, thru Blackett-Sample-Hummert, Chicago.
R. B. Davis Co., Hoboken, N. J. (baking powder) 26 *sa*, thru Charles W. Hoyt, N. Y.
R. U. Delapenha & Co., New York (marmalade) 26 *sa*, thru Gotham Adv. Co., N. Y.
Lea & Perrins, New York (sauce) 52 *sa*, thru Schwimmer & Scott, Chicago.

KYA, San Francisco

California Tourist Assn., San Francisco (travel) weekly *sa*, direct.
Guaranty Union Life Insurance Co., Los Angeles (life insurance) 5 *sa* weekly, thru Allied Adv. Agencies, San Francisco.
Industrial Training Corp., Chicago, 6 *t* weekly, direct.
Benjamin Life Insurance Co., Oakland (life insurance), weekly *sa*, thru W. A. Miller Adv. Agency, Oakland.

WFIL, Philadelphia

Lydia Pinkham Medicine Co., Lynn, Mass (proprietary), 3 weekly *sa*, thru Erwin, Wasey & Co., N. Y.
Pinex Co., Fort Wayne, 6 weekly *sp*, thru Russel M. Seeds Co., Chicago.
General Mills, Minneapolis, 6 weekly *t*, thru Blackett-Sample-Hummert, Chicago.

KJBS, San Francisco

Guarantee Union Life Insurance Co., Hollywood, 6 *sa*, thru Walter Biddick, Los Angeles.
Electric Appliance Society of Northern California, San Francisco, 7 *sa*, weekly thru Jean Scott Frickelton, San Francisco.

WDNC, Durham, N. C.

B. C. Remedy Co., Durham, daily *sa*, thru Harvey-Massengale Co., Atlanta.

Drawn for BROADCASTING by Sid Hix

"She Wants to Know, Would We Be Interested in a 'Woman-on-the-Street' Program?"

WHO, Des Moines

Interstate Transit Lines, Omaha (bus line), 50 *sa*, thru Beaumont & Hohman, Omaha.
Drake University, Omaha, 3 *sp*, direct.
Cashman Nurseries, Owatonna, Minn., 13 *sa*, direct.
Ironized Yeast Co., Atlanta (proprietary), 26 *t*, thru Ruthrauff & Ryan, N. Y.
Chrysler Corp., Detroit (Dodge), 6 *sa*, thru Ruthrauff & Ryan, N. Y.
Kellogg Co., Battle Creek (food), 36 *sp*, thru J. Walter Thompson Co., Chicago.
Firestone Tire & Rubber Co., Akron, 26 *t*, thru Sweeney & James, Cleveland.
Brown-Camp Hardware Co., Des Moines (Quaker Burn Oil Heaters), 39 *sp*, thru R. J. Potts & Co., Kansas City.
Omar Mills, Omaha (flour, cereal), 234 *sp*, thru Lyle T. Johnston Co., Chicago.
Grove Laboratories, St. Louis (Bromo-Quinine), 110 *sa*, thru Stack-Goble Adv. Agency, Chicago.
Oshkosh B'Gosh Inc., Oshkosh, Wis. (overalls), 39 *sp*, thru Ruthrauff & Ryan, N. Y.
Williamson Candy Co., Chicago (Oh Henry), 100 *sa*, thru John H. Dunham Co., Chicago.

KFRC, San Francisco

O-Cedar Corp., Chicago (mops, polish) 5 *ta* weekly, thru John R. Dunham Co., Chicago.
Industrial Training Corp., Chicago (school), 2 *t* weekly, thru J. R. Lunke & Associates, Chicago.
Postal Telegraph Cable Co., New York, 4 *sa* weekly, thru Marschalk & Pratt, N. Y.
Star Outfitting Co., Los Angeles (clothing store chain) 4 *sa* weekly, thru Allied Adv. Agencies, Los Angeles.
Roma Wine Co., San Francisco (wines) weekly *sp*, thru James Houlihan Adv., San Francisco.
Compagnie Parisienne Co., Seattle (perfume) 3 *t* weekly, thru Northwest Radio Adv. Co., Seattle.
Gardner Nursery Co., Osage, Ia. (plants) 3 *t* weekly, thru Northwest Radio Adv. Co., Seattle.

WBNX, New York

Fels & Co., Philadelphia (Fels Chips), 10 *sa* weekly (Jewish, one year), thru Young & Rubicam, N. Y.
Procter & Gamble Co., Cincinnati (Oxydol), 5 *ta*, weekly (Polish, one year), thru Blackett-Sample-Hummert, Chicago.
Carter Medicine Co., 520 *sa*, through Street & Finney, N. Y.
New York State Bureau of Milk Publicity, *sa*, thru J. M. Mathes, N. Y.

WHN, New York

New York State Bureau of Milk Publicity, 100 *sa*, thru J. M. Mathes, N. Y.
Stanco Inc., New York (Flit), *sa*, four weeks, thru McCann-Erickson, N. Y.
Pinex Co., Fort Wayne (cold remedy), 6 *sp* weekly, thru Russell M. Seeds Co., Chicago.

WOR, Newark

Hood Lax Corp., New York (Hood Lax), 3 *sp* weekly for 52 weeks, thru Metropolitan Adv. Co., N. Y.

WABC, New York

Kellogg Co., Battle Creek (corn-flakes), 3 *sp* weekly, thru J. Walter Thompson Co., Chicago.

WAAB, Boston

Simoniz Mfg. Co., Chicago (cleaner), 13 *t*, thru George H. Hartman Co., Chicago.

WGN, Chicago

Evans Fur Co., Chicago, 5 weekly *t*, 40 weeks, thru Auspitz & Lee, Chicago.

Radio Advertisers

COLORADO CHAIN STORES Assn., Denver (political), on Aug. 1 starts a 15-week campaign on KOA, that city. Program, originally scheduled to start July 25, is titled *Colorado's Hour* and is to be similar in format to *California's Hour* which was broadcast over California stations approximately two years ago under sponsorship of California Chain Stores Assn. Professional and amateur talent will be used and Jack White, formerly program director of KGW, Portland, Ore., has been assigned advance talent scout for the series, which is being widely exploited in Colorado. Carl Stanton, radio producer of Lord & Thomas, Hollywood, will produce the series. David Taylor, Hollywood writer-producer, will assist him. Jack Runyon, assistant manager of Lord & Thomas Hollywood radio production office, is aiding Stanton in starting the series.

COMMUNITY OPTICIANS, New York, is sponsoring Adrian O'Brien as the *Community Singer*, with Ann Leaf at the piano, on WABC, New York, Mondays and Wednesdays, 5:15-5:30. The program is a production of Network Features Inc., New York.

NEAL R. ANDREWS, president of Sales Affiliates, New York (Loxol shampoo) was in Los Angeles during July conferring with Milton Weinberg Adv. Co. on plans for a fall radio campaign.

KARL SHOE STORES, Los Angeles, large Pacific Coast retail chain with more than 100 stores, has appointed Pacific Market Builders, that city, to handle its account, and on July 25 started a 13-week test campaign on KFI, Los Angeles, sponsoring Pat Bishop's six-weekly early morning quarter-hour news broadcast. This is the firm's first use of radio.

STANDARD AIR CONDITIONING, New York, thru BBDO, is running a series of one-minute evening spot announcements on KDKA, Pittsburgh, through Aug. 31.

LONGINES-WITTNAUER Co., New York (Longines watches), will sponsor Dr. Preston Bradley, pastor of the People's Church, Chicago, and one of that city's foremost public speakers, as a news commentator in a series of quarter-hour programs, broadcast six days weekly on WBBM, Chicago. During the spring Dr. Bradley broadcast a half-hour Sunday program of a similar nature for this sponsor. Agency is Arthur Rosenberg Co., New York.

HUDSON BAY FUR Co., presented its second annual *Salt Lake Salute to Covered Wagon Days* on KSL, Salt Lake City, July 20.

R. U. DELAPENHA & Co., New York (Hartley's marmalade), will begin twice weekly participation on *Gretchen McMullin's Cooking School* on WNAC, Boston, and WEAN, Providence, in September. Gotham Adv. Co., New York, handles the account.

PROCTER & GAMBLE Co., Cincinnati (Ivory Soap), has renewed its Italian program, *Ivory Tower*, 10:45-11 a. m. on WOV, New York, WPEN, Philadelphia, and WCOP, Boston. Program is placed through Compton Adv., N. Y.

RUPPERT BREWERY, New York, has named Lennen & Mitchell, New York, effective Sept. 1. Harry Winsten, who has handled the account at Kelly, Nason & Winsten Inc., will join Lennen & Mitchell Aug. 15. According to Blayne Butcher, of the latt agency, a local New York evening program will be used this fall.

Thanks to Radio

A SALT LAKE CITY lady approached Floyd Farr on KDYL's *Inquiring Reporter* program, broadcast her need of work, declaring that she could sew, mend, repair, dressmake—and gave her phone number. A week later, on the mike again, she reported the opening of Sara's Fixit Shop, direct result of her radio appeal and the flood of calls she received after her first broadcast. She now maintains that she intends to become a big radio advertiser.

KELLOGG Co., Battle Creek (cornflakes), on July 19 assumed sponsorship of the Tuesday, Thursday and Saturday evening broadcasts of Ed Thorgerson's *Highlights in the World of Sports* on WABC, New York. Monday, Wednesday and Friday sessions of the program, which is broadcast each weekday from 6:05 to 6:15 p. m., have been sponsord since April by Sinclair Refining Co., New York. Agency is J. Walter Thompson Co.

EVANS FUR Co., Chicago, started *The Radio Tattler* on WMAQ, Chicago, Aug. 1, 10:30-10:45 a. m. five weekly, featuring Hal Tate in a gossip series about radio stars.

CATELLI'S FOOD PRODUCTS, Montreal, started July 20 a twice-weekly announcement campaign to run for 15 weeks over CFRB, Toronto; CFPL, London; CKTB, St. Catherines; CKLW, Windsor; CHML, Hamilton. E. W. Reynolds & Co., Toronto, handles the account.

ESQUIRE Inc., Los Angeles, newly-appointed Southern California distributors of New Yorker beverages, using radio for the first time, on Aug. 1 starts for 13 weeks, participation six times weekly in the *Housewives Protective League* on KNX, Hollywood. Firm plans an extensive fall campaign, using several Southern California stations. Hillman-Shane Adv. Agency, Los Angeles, has account.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Aug. 1 was to add the following stations to its spot campaign featuring *The Goldbergs*: KFYR, Bismarck; WFAA, Dallas; WOW, Omaha. KTUL, Tulsa, was also aded to the CBS network carrying the series. Blackett-Sample-Hummert, Chicago, is agency.

I. J. FOX Furriers, New York, has appointed Biow Co., New York, to direct advertising, and on July 25 started a five-weekly quarter-hour series featuring Jack Berch, tenor. The program is heard at 7:45-8 three nights on WEAF and two nights weekly on WJZ, New York.

'SELL'
The World's Greatest Oil Producing Area With PRIMARY COVERAGE
KWKH 10,000 WATTS CBS
KTBS 1,000 WATTS NBC
SHREVEPORT, LA.
Represented by THE BRANHAM CO.

Agency Appointments

W.G.B. OIL CLARIFIER, Kingston, N.Y. (W.G.B. oil filter), to Willard G. Myers Adv. Agency, New York, as of Aug. 1. Spot radio to be used later in the year.

PHOENIX BAKING Co., Phoenix, Ariz., to Scholts Adv. Service, Los Angeles agency, to handle its account and on Aug. 1 starts thrice weekly the transcribed version of *Lone Ranger* on KTAR and KVOA.

KELLOGG Co., Battle Creek, Mich., to Kenyon & Eckhardt, New York, for its new Gro-Pup dog food.

FLEMING MFG. Co., East Providence, R. I. (Fram oil cleaner), to Larcher-Horton Co., Providence. Radio may be used.

WASHINGTON STATE Progress Commission, Olympia, to Washington State Adv. Agency, representing affiliated services of Strang & Prosser, Seattle; Western Agency, Seattle, and Syverson-Kelley, Spokane.

FLEMING MFG. Co., E. Providence, R. I. (Fram Oil & Motor Cleaner), to Larcher-Horton Co., Providence; using radio nationally through automotive jobbers.

UNITED BISCUIT Co., Chicago, to Sherman K. Ellis & Co., Chicago, for Sawyer and Quality biscuits. A juvenile series for Sawyer biscuits, to start on WMAQ, Chicago, Sept. 26, may be extended to other stations later.

OMEGA CHEMICAL Co., Jersey City (Omega oil), to Redfield-Johnstone, N. Y.

PRINCESS PAT Ltd., Chicago (toilet preparations), to Gale & Pietsch, Chicago.

MAYBELLINE Co., Chicago (eyelash dye), to McJunkin Adv. Co., Chicago.

SNIDER PACKING Corp., Rochester (food products), to Charles W. Hoyt Co., N. Y.

ADJUSTO TRAILERS, Denver, to Danvers & Trunk, Denver.

BETTIS-SNODGRASS, Denver (Napoleon dog food), to Danvers & Trunk, Denver.

TERMINIX Co. of Southern California, Los Angeles (termite control) to W. Austin Campbell Co., that city. Radio being considered in fall campaign.

STURDY DOG FOOD Co., Syracuse, to Barlow Adv. Agency, that city. Radio will be used.

CROWN OVERALL Mfg. Co., Cincinnati, O., to Grey Adv. Agency, New York.

SAWYER BISCUIT Co., Chicago, to Sherman K. Ellis, New York.

WBRE
Don't Stop Me
Even if you've heard this one before
It's a good one and bears repeating
WYOMING VALLEY
Population over 300,000
(Wilkes-Barre District to you)
is the third largest shopping center in Pennsylvania . . . within twenty mile radius of our transmitter live about 750,000 people, 450,000 right in our own county. More than in the entire state of Idaho. Good earners and spenders. Forbes says: "Wilkes-Barre is one of the ten best cities in the nation." Business is good and getting better. If you tell it to these folks over WBRE you can sell them.
Our new RCA transmitter will be in operation in a short time. More power—same rates. Usual good job will be done better.
Basic NBC Red and Blue
WILKES-BARRE
in the heart of the Anthracite
PENNSYLVANIA

WEED AND COMPANY
KXOK
St. Louis, Missouri
A new name in broadcasting and an important event for St. Louis
On the air September 15th
KFRU
Columbia, Missouri
1000 WATTS ON 630 KC.
An Old Friend.
Covering more of Missouri than any other station
RESULTS COUNT MOST
Radio Station Representatives
● NEW YORK
● DETROIT
● CHICAGO
● SAN FRANCISCO

Agencies

JOHN GUEDEL, for 18 months with Dan B. Miner Co., Los Angeles, as writer and assistant producer, has been placed in charge of the agency's radio department. He succeeds Clyde P. Scott who resigned after 15 years with the agency, to become commercial manager of KFI-KECA, that city.

ROS METZGER, radio director of Ruthrauff & Ryan, Chicago, has been named chairman of the radio committee of the central council of AAAA.

CLARK ANDREWS, Ruthrauff & Ryan Hollywood producer, and Claire Trevor, film actress, were married in Beverly Hills, Cal., July 27.

ROSS WORTHINGTON, Young & Rubicam, New York producer, was in Hollywood during July.

TOM McAVITY, manager of Lord & Thomas, Hollywood, has returned from New York conferences on the Pepsodent and other accounts.

DAVID HILLMAN, president of Hillman-Shane Adv. Agency, Los Angeles, is the father of a boy, born July 14.

BURNS LEE, West Coast publicity director of Benton & Bowles, in New York for three weeks, was to return to Hollywood Aug. 1.

WILLIAM CHALMERS, Biow Co., New York executive on the Philip Morris account, was in Hollywood during mid-July checking radio possibilities for Paul Jones cigarettes.

AFFILIATED WITH CBC

The FRENCH VOICE of FRENCH CANADA

CJBR

RIMOUSKI, QUEBEC

Three Favorite French Programs Available for Sponsorship

1. *FOR WOMEN:* "Vos Preferes" 10:00 to 11:00 a. m. daily except Sundays.
2. *FOR WOMEN:* "L'Heure du The"—4:30 to 5:30 p. m. daily except Sundays.
3. *FOR EVERYONE:* "The Kiddie Hour" — "L'Heure des Petits" 6:00 to 6:30 p. m. Sundays only. Available September 4.

For further information and rates write or wire CJBR now.

1000 WATTS FULL TIME

Changes at R. & R.

EVERARD MEADE has resigned from the Young & Rubicam, Hollywood, production staff to join Ruthrauff & Ryan, that city, on Sept. 1 to produce the fall CBS *Al Jolson* program, sponsored by Lever Bros. Ben Larsen who produced the last *Al Jolson* series is being transferred to the New York office. Glenhall Taylor who produced the CBS *Phil Baker* show for Young & Rubicam from New York, has returned to the agency's Hollywood staff. He has been assigned to the *Silver Theatre* program which returns to CBS Oct. 2 for International Silver Co.

C. ELLSWORTH WYLIE Co., Los Angeles agency, has been appointed to handle radio for the reelection campaign of Senator William Gibbs McAdoo. The radio schedule, most extensive of any candidates in the California primaries, includes contracts with Don Lee, CBS, NBC, and California Radio System. Before opening his own agency several years ago, Mr. Wylie was Don Lee general manager.

HORACE L. HEVENOR on July 17 became owner of the DeRouville Adv. Agency, Albany, N. Y., under terms of the will of George S. DeRouville, who died July 16. Mr. Hevenor announces that the entire personnel of the agency is being retained.

BBDO, New York, will open its seventh office, in Cleveland, early this fall with Clarence L. Davis, vice-president, a Cleveland native, in charge.

J. LLOYD WILLIAMS, time and space buyer for J. Stirling Getchell, New York, resigned July 25, and after a Bermuda vacation will become an account executive of the M. H. Hackett Co., New York, effective Aug. 8. Mr. Williams had been with the Getchell agency for three years.

RICHARD DANA, formerly of Biow Co., with Bud Heatter and David Levy, of Philadelphia, will join the Young & Rubicam script staff Aug. 15 to work on *We, the People*, which will be sponsored again this fall by General Foods Corp. for Sanka.

GEORGE H. HARTMAN Co., Chicago, has closed its New York office.

MILTON WEINBERG ADV. Co., Los Angeles, has moved to Union Bank Bldg.

GREENLEAF Co., Boston, has moved to Park Square Bldg.

RUTH McDOWELL, secretary of the radio department of Ruthrauff & Ryan, Chicago, recently married Anderson Pace Jr., Chicago chemist.

ADVERTISING ARTS Agency, Los Angeles, headed by Paul Winans, has moved to 510 S. Spring St.

ROY ALDEN & Associates, Los Angeles agency, has discontinued business.

For specialized and intimate approach to the FOREIGN RESIDENTS

69%

OF METROPOLITAN NEW YORK

the answer is WBNX NEW YORK

1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

Reps

STEPHEN L. FULD, Radio Sales, New York account executive, was in Hollywood during July to confer with George Moskovics, Southern California representative.

JOSEPH HERSHEY McGILLVRA on July 15 opened a Montreal office in the Keefer Bldg., with Lovell Mickles Jr., in charge. N. P. Colwell of the Toronto office will be in charge of both Canadian offices.

NEW YORK office of Gene Furgason & Co., station representatives, has been removed from 17 E. 45th St. to 551 Fifth Ave.

Rambeau Plan Outlined At Cincinnati Meeting

THE representation plan of William G. Rambeau Co., station representatives, was outlined to advertisers, agencies and broadcasters at a Cincinnati meeting July 22 by Mr. Rambeau. Called Major Market Spot Stations, the project was first broached by Mr. Rambeau several weeks ago.

Among those attending the Cincinnati session were representatives of Procter & Gamble Co.; L. B. Wilson, Lloyd George Venard and F. H. Weissinger, of WCKY; S. A. Willer, Ralph H. Jones Co., Pat Kelly, Thompson-Koch Co.; A. E. Johnston, advertising manager, Kroger Grocery Co.; Arnold Berman, Crown Overall Co.; Mr. Rambeau; William A. Cartwright and Clark Brannion, William G. Rambeau Co.

At a recent presentation of the plan in Chicago, those present included Harry O'Neill, Consolidated Drug Products; Charles Martin, Illinois Meat Co.; O'Neill Ryan and Gene Banvaart, Blackett-Sample-Hummert; Mel Brorby and Helen Wing, Needham, Louis & Brorby Inc.; Han Tyler, John H. Dunham Co.; James R. Lunke, James R. Lunke & Associates; Jack Lemmon, Neisser-Meyerhoff Inc.; Evelyn Stark, Hays MacFarland & Co.; Larry Triggs, Charles Daniel Frey Co.; Mike Molan, Purity Bakeries Corp.; Ed Fellers and Bert Presba, Presba-Fellers & Presba; William E. Vogelback, president, Clark Milner Co.; C. Wendel Muench, of C. Wendel Muench & Co.

WILLIAM McNAIR, director of research and marketing, J. Walter Thompson Co., Sydney, Australia, after a five-month tour of the United States and Europe, returned July 21 on the *Mariposa*.

GENERAL ADV. Agency, Los Angeles, has moved to 1265 N. Vermont Ave. Ray E. Hill, formerly with WTMJ, Milwaukee, has been appointed radio department manager.

News

is your best bet

TRANSRADIO

Lord & Thomas Selects New York Headquarters; Francisco Now President

DON FRANCISCO, executive vice-president of Lord & Thomas, has been elected president of the corporation, according to an announcement July 22 by Albert D. Lasker, principal owner who is retiring as president. After Oct. 1 Mr. Francisco will be located in New York, which becomes headquarters of the agency.

Mr. Francisco

Mr. Francisco has been associated with Lord & Thomas for 24 years, serving since 1921 as executive vice-president in charge of Pacific Coast offices. He has gained national prominence as a result of his activities in California political and public relations campaigns. In 1934 he had charge of the campaign which was credited with defeating Upton Sinclair in his race for governor. Mr. Francisco has played a leading role in promoting California's tourist attractions.

Mr. Lasker's withdrawal from the presidency coincides with the completion of his 40th year of continuous service with the agency. In addition to the new president, the following officers have been elected: executive vice-presidents: Sheldon R. Coons, New York; David M. Noyes, Chicago; vice-presidents: Don Belding, Los Angeles; Mary L. Foreman, Chicago; Thomas M. Keresey, New York; Edgar Kobak, New York; Edward Lasker, New York; H. G. Little, Dayton; Leonard M. Masius, London, Eng.; John Whedon, San Francisco; secretary-treasurer, Wm. R. Sachse; directors, Sheldon R. Coons, Mary L. Foreman, Don Francisco, Albert L. Hopkins, Albert D. Lasker, Edward Lasker, David M. Noyes, Wm. R. Sachse, Ralph V. Sollitt. The management and personnel of local offices remain unchanged.

C. P. Clark Acquires

C. P. CLARK Inc., Nashville agency, has acquired the capital stock of Gottschaldt-Humphrey, Atlanta, and will open an Atlanta office under Bruce Moran, formerly of Gottschaldt-Humphrey, and now a vice-president of C. P. Clark. The Louisville office will be continued. No changes are contemplated beyond transferring additional personnel from Nashville to Atlanta.

Louis Honig

LOUIS HONIG, for many years western division manager of Erwin, Wasey & Co., San Francisco, died July 18 from a heart ailment. He was 64. Mr. Honig was widely known in the advertising field in the West and entered the business in San Francisco many years ago. He had been ill but a week. He was a member of the Islam Temple of the Shrine, of the Family Club and of the Olympic Club. He is survived by his widow, Mrs. Haidee Honig; a son, Louis Honig, Jr., a daughter, Mrs. Jack Davis and a brother Alec Honig.

JAMES EDMONDS, formerly a member of Compton Advertising's New York radio program division, has been appointed head of the agency's Chicago office, effective immediately.

TRANSCRIPTIONS

TRANSCRIBED script show, *Secret Diary*, with a merchandising plan for the dairy industry, has been sold for use in the Australasian market to Michelson & Sternberg, New York export agents, according to the producers, Frederic W. Ziv Inc., Cincinnati agency. *Secret Diary*, carried in the United States for Armour & Co.'s Cloverbloom Butter, through Lord & Thomas; French Bauer Dairy; and the Dairymen's League of New York State (Dairylea Milk Products), will be placed on at least two Australian stations immediately.

STANDARD RADIO reports six new subscribers to its transcription service: KRMD, Shreveport, La.; WSLI, Jackson, Miss.; KGNO, Dodge City, Kan.; WALR, Zanesville, O.; KGFW, Kearney, Neb.; WCOU, Lewiston, Me.

UNITED RADIO PRODUCTIONS, new Hollywood radio production concern, has established offices at 6425 Hollywood Blvd., and will build new shows. Ben Summerhays, formerly head of the radio division of Economic Research, New York, is president. Vice-presidents are Claude Sweeten, KFI-KECA, Los Angeles, musical director; Elwood J. Robinson, head of Elwood J. Robinson Agency, Los Angeles, and Edgar Haley, formerly a San Francisco radio executive. Don Clark, well known in West Coast radio, heads the production staff.

A NEW juvenile program, *Children's Magazine of the Air*, written and produced by Paul Cruger, is being made available by Paul Cruger & Associates, 5800 Carlton Way, Hollywood, of which Fred C. Comer has been appointed sales manager. Recording is at Otto K. Oleson Studios.

FRANK R. McDONNELL, formerly sales director of Advertisers' Recording Service, New York, was recently appointed president of the company. Mr. McDonnell, before joining ARS, several years ago, was with WHN, New York.

WEST COAST FEATURES, Los Angeles production concern, has discontinued business.

ON OR ABOUT SEPTEMBER FIRST

50,000 watts

WWL

NEW ORLEANS

CBS

Tall Corn Contest

IOWA'S famed State Fair this month will again be the occasion for the *National Tall Corn Sweepstakes*, conducted annually by WHO, Des Moines. The station is asking for entries of one stalk of corn from each participant, none to be under 12 feet 6 inches tall and all to be delivered at the WHO Crystal Studio at the fair grounds Aug. 24 or 25. Chairman of the board of judges is Herbert Plambeck, WHO farm editor, with first prize of $100, second $50, third $25, five prizes of $10 each and five of $5 each. In addition, Col. B. J. Palmer, WHO president, is awarding a trophy this year to first prize winner.

MPPA ISSUES LIST OF DISC LICENSEES

A LIST of transcription companies "who are at present properly filing license applications" to record musical works copyrighted by members of the Music Publishers' Protective Association, has been sent to advertising agencies by Harry Fox, MPPA's general manager. In his accompanying letter, Mr. Fox warns agency executives that in dealing with other firms they should be "absolutely sure that proper licenses are acquired . . . as you and your clients would be the ones who primarily would feel the effects of any legal steps we may find it necessary to take to protect our rights."

Listed companies include:

A. & W. Sound Service, Columbus, O.
Associated Cinema Studios, Hollywood.
*Associated Music Publishers, Inc., New York City.
Atlas Radio Corp., New York City.
Atlas Radio Corp., Hollywood.
Columbia Transcription Service, Chicago.
Decca Records Inc., New York City.
Jean V. Grombach Inc., New York City.
*C. P. MacGregor, Hollywood.
Mertens & Price Inc., Los Angeles.
Mid-West Recordings Inc., Minneapolis, Minn.
*National Broadcasting Co., New York City.
*National Broadcasting Co., Chicago.
RCA Mfg. Co., Camden, N. J.
RCA Mfg. Co., Chicago.
RCA Mfg. Co., Hollywood.
RCA Mfg. Co., New York City (Frank B. Walker).
Radio & Film Methods Corp., New York City.
Radio Features Inc., Hollywood.
Radio Producers of Hollywood, Hollywood.
Radio Recorders Inc., Hollywood.
Radio Transcription Co. of America Ltd., Hollywood.
Radio Transcription Co. of America, Ltd., Chicago.
Recordings Inc., Hollywood.
*Standard Radio Inc., Hollywood.
The Starr Co., (Gennett Record Division), Richmond, Ind.
Transamerican Broadcasting & Television Corp., New York City.
WOR Electrical Transcription & Recording Service, New York City.
*World Broadcasting System Inc., Hollywood. (Patrick M. Campbell)
*World Broadcasting System Inc., Chicago.
*World Broadcasting System Inc., New York City.

** Indicates sustaining library service.*

Sedley Brown

SEDLEY BROWN, 50, president of Brown-Miles Inc., New York radio production firm, and at one time with the old Erickson Co. agency, died July 25 in his apartment. The circumstances of his death caused an autopsy to be ordered. His associate, Mrs. Allie Lowe Miles, said he was in fine health and spirits, and it was believed an overdose of sleeping potion caused his death. His full name was George Crossman Sedley-Brown and he came from a famous theatrical family. He was heard on the radio frequently and at one time was on the stage. He was credited with first bringing Will Rogers and Charlie Chaplin to the radio for commercial programs. He is survived by his wife and daughter.

Ralph Edward Jones

RALPH EDWARD JONES, 45, commercial manager and announcer of KGNF, North Platte, Neb., was instantly killed when his car overturned near North Platte July 11. A native of Iowa, Mr. Jones in 1927 was rated as one of the country's 12 best organists. He went to North Platte in 1930 as organist for the Paramount Theatre, and in 1934 joined KGNF as commercial manager, announcer and staff musician. As *Kay Worthington Snoop* on a local news period, he built a large following. He is survived by his wife and two sons.

DR. PAUL RADER, 58, former Chicago evangelist, who gained wide fame broadcasting over a Midwest network sponsored by his church, died in Hollywood July 19 after a long illness.

John Chester Warner

JOHN CHESTER WARNER, vice-president of RCA Radiotron Co. and general manager of its plant at Harrison, N. J., died July 21 as a result of injuries suffered when his automobile crashed into a tree early that morning as he was driving to Camden. He was 41 years old, and is survived by his wife and two young children. Mr. Warner was a native of Freeport, Ill., and took degrees from Washington College, University of Kansas and Union College. He was with the Army Signal Corps during the war, after which he joined the Bureau of Standards in Washington as a physicist. Later he joined General Electric Co. to do research work on vacuum tubes. In 1931 he went with RCA at its Harrison plant.

LANG-WORTH planned programs

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

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Northwestern Ohio and Southern Michigan

WSPD

Rates First in Audience Acceptance
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An N. B. C. Outlet - 5000 Watts Day
1000 Watts Night

John Blair & Co. - National Representatives

WHO (ALONE!) for IOWA PLUS!

DES MOINES . . . 50,000 WATTS. CLEAR CHANNEL

Value of 500 Kw. Tests Related by WLW

Developing Work Is Described at Hearing

(*Continued From Page 13*)

priety of the issues numbered 2, 6 and 11 in the Commission's notice. These deal with rates charged by WLW to ascertain whether they were reasonable; whether a 500 kw. license had any bearing upon that provision of the law prescribing an equitable allocation of facilities, and whether the operation of WLW with 500 kw. caused economic injury to stations within its primary service area.

In addition, Mr. Patrick said WLW did not want to be understood as conceding the propriety of any specific question concerning the program service being rendered by the station, except as such evidence "will have a bearing upon the issues properly set out."

Upon Mr. Patrick's request, Gov. Case read into the record the Commission's decision on his motion of July 12 with regard to the hearing and the bill of particulars. There were four prayers in the motion, the first of which was granted and the remainder denied. That granted asked for a definition of the primary service area of WLW and Gov. Case said the Commission ruled this area was defined as the territory within a radius of 200 miles of Mason, O., where the WLW transmitter is located.

Early Conversations Toward 500 kw. Described

WLW's first witness was Harold C. Vance of the engineering products division of RCA Mfg. Co., Camden, N. J. He explained that conferences with Crosley officials began in May of 1932 in connection with the manufacture and purchase of a 500 kw. transmitter and that the construction, later decided upon, was definitely a pioneering engineering undertaking. He declared there were no commercial designs of 500 kw. transmitters then available although a few companies had modulated up to 300,000 watts experimentally, these including General Electric Co. and Westinghouse.

Many conferences were held over a long period in connection with the projected contract, Mr. Vance declared, adding that a large financial risk was involved, and every detail was gone into. The tentative design of the transmitter was completed late in 1932 and the installation commenced early in 1933, he said.

The construction, Mr. Vance declared, was a "very worth-while and noteworthy step" in engineering. He described the many innovations developed during the construction, including an "isolation" system which constituted a large factor in safety of life around transmitters. Installation was completed early in 1934, he said, but other problems were encountered later due to the special nature of the equipment.

Under cross-examination by Commission Counsel Porter, Mr. Vance declared that RCA, as he recalled it, approached the Crosley company about the 500 kw. installation. The contract for the purchase, he said, was signed in December of 1932 or January of 1933. He explained the contract involved purchase of a 500 kw. amplifier for the regular 50,000 watt WLW transmitter and a complete radio frequency unit. Asked whether the development of the 500 kw. transmitter was simply the application of known means rather than a new development, Mr. Vance said that generally it was of a pioneering nature.

Mr. Vance disclosed that RCA has worked on another 500,000-watt transmitter which was substantially the same as that installed at WLW. While he did not say so in direct testimony, it is understood this transmitter was placed under construction earmarked for WJZ, New York.

P. J. Hennessey, NBC Washington attorney who filed the appearances for WEAF, Red Network key station, and WMAQ, NBC-owned Chicago station, declared he saw no possibility of conflict for either of the stations and that, as far as he knew, the stations would not participate in the hearings.

WLW Development Work Reviewed by Rockwell

H. J. Rockwell, technical supervisor of broadcasting in charge of all of the Crosley broadcasting operations, was called as the second WLW technical witness. He explained that WLW has a staff of 63 engineers and operators and defined their various duties. A series of photographic exhibits of WLW was introduced, together with explanations.

Mr. Rockwell explained in detail how WLW had devised and patented new equipment as a result of the 500 kw. operation and how it is constantly engaged in new research and development work. A saving of about $10,500 per year, he said, is resulting from the development of a new type of tube for 500 kw. operation, and another $12,600 per year from new methods of generator operation. The transmission line is being redesigned for greater efficiency and will be $7,000 cheaper than the original installation, he declared. Moreover, changes are being made in the antenna system with a view to improvement.

The net effect of this testimony was to show that much apparatus had been developed by WLW and designed and installed since delivery of the RCA transmitter. This information has been turned over to other companies to be provided for general industry application, he declared. Only patented devices have not yet been made available because of inhibitions of Crosley patent lawyers, he said.

Mr. Rockwell placed in the record detailed testimony dealing with operating costs of WLW as a 500 kw. station as compared to 50 kw. operation. This evidence was repetitious of testimony introduced in behalf of WLW during the so-called "superpower hearings" in June [BROADCASTING, June 15-July 1].

Plans also are being drawn for 12 new studios which would be located in a building planned for erection at the present WSAI transmitter site in downtown Cincinnati, Mr. Rockwell testified.

Under examination by Mr. Porter, Mr. Rockwell explained that much of the apparatus installed for the 500 kw. WLW could be used also for the 50 kw. transmitter, if the station were forced to reduce its power but that the apparatus would be much more expensive than necessary for a 50 kw. unit.

Propagation Problems Explained by Leydorf

Asked whether additional experimentation is necessary for 500 kw. operation, Mr. Rockwell said there still remains the problem of reducing distortion, spurious emissions and other transmission problems. While he agreed that the 500 kw. operation since 1934 has demonstrated that this amount of power can be transmitted successfully, he declared that maximum efficiency has not been attained. Asked whether the additional developments could not be accomplished by laboratory methods with WLW operating at regular power of 50 kw., Mr. Rockwell said he did not believe this was so, emphasizing that no laboratory is equipped to carry on 500 kw. experiments. The constant remodeling of WLW's present equipment to improve service, he declared, indicates the necessity for continued operation.

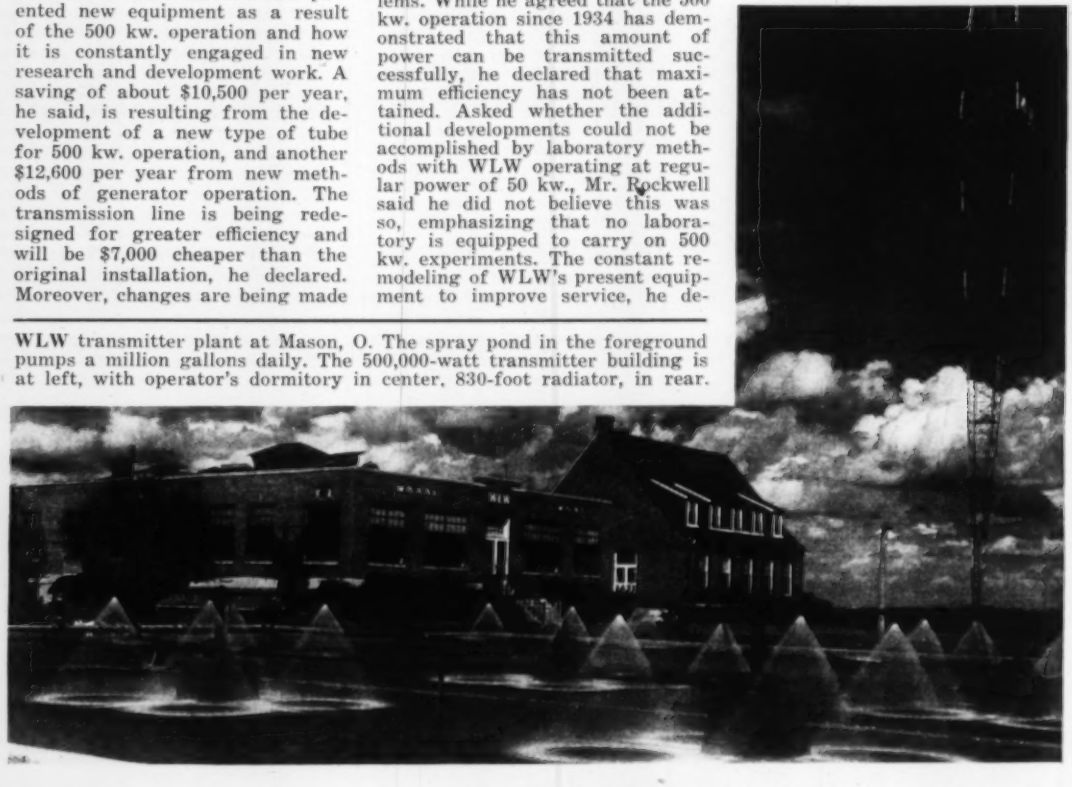
G. F. Leydorf, Crosley's chief research engineer, testified in connection with allocation problems, interference standards, and other technical considerations in connection with superpower operation. Man-made noise, he declared, constitutes an important interference factor.

Resuming the stand July 19, Mr. Leydorf testified in connection with a series of exhibits showing signal strength and coverage of WLW both as a 50 kw. and a 500 kw. outlet. Emphasizing that propagation conditions of today are far inferior to those of 1935, when the FCC made its clear-channel survey, in which WLW was selected as the first choice of rural listeners in 13 states, Mr. Leydorf declared that the present sunspot cycle curtails secondary service.

In order to procure the ratio of service specified in the proposed FCC rules, which were the basis of hearings before the Commission in June, he said WLW would need 50 times as much power.

That power even in excess of 500 kw. is necessary to provide acceptable service as prescribed in the proposed FCC standards, was emphasized by Mr. Leydorf. If power of WLW were reduced to 50 kw., the engineer asserted, its signal strength would be inferior to that which would have existed in 1935 with only 5 kw. In other words, he said that a 50 kw. station today gives about the same ratio of secondary service as a 5 kw. station in 1935.

Under cross-examination by Mr. Porter and re-direct examination by Mr. Patrick, Mr. Leydorf brought out that only Dayton and Columbus are in the primary non-



WLW transmitter plant at Mason, O. The spray pond in the foreground pumps a million gallons daily. The 500,000-watt transmitter building is at left, with operator's dormitory in center, 830-foot radiator, in rear.

fading service area of WLW insofar as acceptable service is concerned in the larger cities in its immediate area.

With Mr. Shouse on the stand, the issue of WLW programs was brought into the open. Mr. Patrick had protested vigorously against introduction of testimony with respect to programs or to cross-examination of Mr. Shouse on program structure, contending that this matter was not embraced in the FCC bill of particulars and holding also that he had specifically excepted at the outset of the hearing to the propriety of such inquiries.

At times the cross-fire became heated, with Chairman Case finally admitting cross-examination on programs per se by reserving a ruling on the admissibility of transcripts of WLW programs, made by the FCC at Mr. Porter's direction.

In assuming the stand, Mr. Shouse placed in the record a series of exhibits dealing with WLW service. One exhibit was a summation of broadcasting activity over the station from April, 1937, to April, 1938. This breakdown showed that the station during that one-year period had broadcast an aggregate of 12,095 commercial programs, totaling 3,676.5 hours, or 51.2% of its total hours. During the same period it broadcast 9,724 sustaining programs of 3,506.04 hours, or 48.8% of its total hours of operation. This table was broken down into various types of programs and their origin. In the listing of program origin, it was shown that 22.1% of its commercial programs and 39.4% of its sustaining programs originated in its studios. Remote productions constituted 1.47% of commercial programs and 15.6% of sustaining; electrical transcriptions, 22.3% of commercials and 2.33% of sustainings; NBC Blue, 6.7% of commercials and 7.1% of sustainings; Mutual, 2.95% of commercials and 7.9% of sustainings; NBC Red, 41.7% of commercials and 25.9% of sustainings; WLW Line, 2.86% of commercials and 1.74% of sustainings.

Other exhibits introduced and explained by Mr. Shouse included the broadcast schedule of WLW for the week of March 6, showing a program breakdown by program periods and whether they were sustaining or commercial; a representative list of special event features carried during the past year on WLW; a representative list of public service features carried regularly on WLW, and a list of outstanding network features carried during the past year.

In his direct testimony Mr. Shouse explained that an examination of the exhibits would reveal the diversity of features broadcast by WLW, both sustaining and commercial. Many public service features, such as the *National Farm & Home Hour, Live Stock Reports, Weather Reports, Market Data*, and similar programs have been carried on immovable spots on the station without regard to commercial programs, he declared. He discussed also WLW's pioneering undertaking with the *School of the Air* program, in which Ohio State University collaborated but which now is maintained exclusively by the station. He said that WLW planned to run its New York line to Washington for the fall term to pick up Government educational features direct for use in this program. The school program has been on the air 55 minutes daily except during the summer since 1929 and is a semi-official feature.

Shows Relation of Station With Networks

WLW maintains its own educational director, Joseph Reis, as well as a staff of five to conduct its educational programs.

Explaining WLW's relationship with NBC, Mr. Shouse said it is an optional station on both the Red and Blue Networks, and also has access to their sustaining programs. Commercial programs sold over WLW by NBC, he said, must meet advertising specifications laid down by the station to ascertain that they are "agreeable to WLW". A similar arrangement exists with Mutual, he said.

In addition to these network services, WLW until recently maintained its own program line to New York (WLW Line) which probably will be reinstated in the fall, he said.

Mr. Shouse explained the station also maintained several independent wire facilities for remote service, having these in Columbus and Indianapolis, among other places. Remote lines to centers of activity in Cincinnati and environs also are maintained.

WLW employs 159 full-time and 31 part-time people in its programming and production departments, Mr. Shouse asserted. Of these, 36 are production men, 16 writers, 13 announcers, 32 staff instrumental musicians, and 62 staff arrangers, copyists and others engaged in music production. He explained that the program facilities of WLW are common both to that station and WSAI. He said he was now in the process of segregating these employes into separate staffs and that he regards WSAI as a typical independent regional station operating in a major market which would employ from 20 to 25 people full time. Many of the best programs on WLW are sold commercially and the talent therefore is not available to WSAI, he pointed out.

The fireworks developed in connection with Mr. Shouse's cross-examination. First, Mr. Porter asked how much of the time in the commercial programs over WLW were devoted to commercial announcements. Mr. Shouse said he believed it would be impossible to supply that specific information since such breakdowns, as far as he knew, were not made. He was also asked to indicate which programs broadcast over WLW during a typical period are electrical transcriptions.

It was when Mr. Porter sought to offer for the record two weighty volumes, which he described as containing the complete transcript of programs broadcast over WLW on April 20 and April 29, that the first colloquy between counsel developed. Mr. Porter said these programs had been recorded by the Commission's monitoring station at Grand Island, Neb. at his (Porter's) request. Mr. Shouse declared he had checked the transcripts only casually to ascertain that the programs coincided with WLW's schedule but that he was not familiar with their entire content. Mr. Porter added he desired to make the documents available to the Commission as "random day" recordings.

Mr. Patrick objected strenuously, declaring he did not question the accuracy of the transcripts but that he did question their materiality. Declaring there had been no issue on programs, he said the effect would be to clutter the record. Moreover, he said he failed to see where a particular day's recordings have any bearing on the entire program structure of a station.

Relevancy of Questions On Programs Is Argued

Mr. Patrick observed also that the proceedings before the Commission might result in a decision which would lead to litigation and that he felt it was unfair to the litigants to encumber the record. He insisted it would be unfair to single out one particular program through inclusion in the record of only certain parts of the program schedule.

Mr. Porter finally offered the transcripts for "identification" without asking their admission after Gov. Case had ruled that their introduction at this time was improper.

When Mr. Porter asked whether Mr. Shouse might look over the transcripts during the hearing to ascertain whether they were proper, Mr. Patrick again objected, asserting that Mr. Shouse's time was occupied with preparation for the hearings and that it was not reasonable to ask him to peruse the lengthy volume. Mr. Patrick also asked where in the official proceedings the matter of programs was covered and Mr. Porter responded that he had offered the transcript only because Mr. Patrick himself had opened the subject of programs in offering the direct testimony by Mr. Shouse.

Gov. Case then observed it appeared that testimony had been introduced with regard to general programs on WLW, and that for the purpose of clarifying further the type of programs carried by WLW and in connection with a

Decline in WLW Net Income Percentage Shown Under Operation With 500 Kw.

THE FINANCIAL history of WLW, the nation's only 500,000-watt station, covering a seven-year period ending in 1937, and including its operation as a 50,000 watter, were shown in tabulations made public July 26.

Introduced during the hearings before the FCC Superpower Committee considering WLW's application for extension of its authority to operate with 500 kw. experimentally, the balance sheet showed the rather surprising fact that the station has earned a smaller percentage of net income since it began superpower operation than immediately before.

For the year ended March 31, 1934— a year before it began 500 kw. operation—WLW had a net income of $408,951, which was 34% of its net revenue for the year. For the following 12-month period, during 11 months of which it operated with 500 kw., it had a net income of $522,489, or 30.1%. The net income for the nine-month period ended Dec. 31, 1935 (WLW has changed its fiscal year during that time) was $439,373, or 29.7%; for the year ended Dec. 31, 1936, it was $706,589 or 28.5%, and for 1937, it was $702,954, or 26.4%.

Program Expenditures

The breakdowns of income and expenses also showed that WLW spends a considerable portion of its revenue on programs. While comparable information for other stations is not available, the volume nevertheless was believed to be substantially ahead of expenditures for this purpose by other stations. It was brought out that the station is an outlet for three networks—NBC-Red, NBC-Blue and MBS.

Program expenditures in 1937. according to the breakdown, amounted to approximately $735,000.

For the calendar year 1936, program expenditures were $802,000; for the nine months of the fiscal year 1935 (computed because of a change in fiscal year structure) it amounted to more than $500,000. For the fiscal year which ended in March, 1935, these expenditures were $524,000; and for the preceding 12 months, $388,000; for the 1933 period $320,000; for the preceding two years approximately $310,000 each, and for the 1930 fiscal year, $270,000.

WLW began operation with 500 kw. experimentally in April, 1934, it was pointed out in the testimony of E. J. Ellig, comptroller of the Crosley Radio Corp. Net income of the station for the year ended March 31, 1930 was 6.4%. It increased to 15.6% the following 12 months and to 22.1% in 1932. The figure dropped to 16.5% for the year ended March 31, 1933, but increased to an all-time high of 34% for the year ended March 31, 1934. For the year ended March 31, 1935, the first year of operation with 500 kw., the net income figure was 30.1%.

Under cross-examination by Commission Counsel George B. Porter, after introduction of the income and expense statement for the series of years, Mr. Ellig explained that the Crosley Corp is engaged both in manufacturing and in broadcasting. He said separate books are not maintained but explained that the figures were based on nonincome factors for broadcasting and estimated on certain items of overhead. He estimated also that WSAI, regional sister-station of WLW, had a net income of between $30,000 and $40,000 last year.

When Mr. Porter questioned the witness as to the reason for the large increase in net income as between the 1933 and 1934 year, Mr. Ellig said he thought this was largely traceable to the fact that broadcasting "really began to develop" at that time and that the sale of day time commercials took a big spurt that year. The figures showed that in 1933 WLW had a net income of approximately $147,000, or 16.5% and that in 1934 it increased to $409,000, or 34%.

To the question whether WLW paid the deficits of the Crosley Corp. in manufacturing over the years, Mr. Ellig asserted that the manufacturing company always made profits except in 1937, due to the Cincinnati flood and the burning of the WLW manufacturing plant in which it suffered severe physical losses. The station was not affected, however, he said.

showing of public interest, he felt the cross-examination was proper. He made no exact ruling, however, asserting it would come after the relevance of the testimony could be decided.

Another eruption developed when Mr. Porter, in pursuing his cross-examination, asked the witness about commercial programs over WLW sponsored by Procter & Gamble. Mr. Patrick again objected, asserting that none of the direct testimony covered specific programs. Chairman Case ruled that questions both as to program content and the economic issues involved were admissible. At this point, Mr. Patrick noted his objection.

Mr. Shouse declared he could not answer the particular question as to the Procter & Gamble programs carried on the station, since he did not have that data before him. Mr. Porter, however, enumerated a number of P & G programs, including such accounts as Chipso, Crisco, Drene, Ivory Soap Flakes. Oxydol, White Naphtha Soap etc. Mr. Shouse declared he knew WLW carried a number of programs, originated either over the networks or by transcription, but he could not specifically identify them.

"Isn't it a fact that only one of these programs, namely Drene, is carried by WAVE, Louisville?" asked Mr. Porter.

Mr. Patrick again objected, asserting that the witness could not be expected to have that information.

It was apparent that Mr. Porter was seeking to show that stations in the primary service area of WLW suffered "economic injury" as a result of its superpower operation.

Farm Representatives Testify on WLW Service

In opening the session July 20, the cross-examination of Mr. Shouse was interrupted for the testimony of three out-of-town witnesses—representatives of farm organizations in the Midwest.

J. B. McLaughlin of Charleston, W. Va., State Commissioner of Agriculture, James R. Moore, of Columbus, director of public relations of the Ohio Farm Bureau Federation and editor of its magazine, and Edmund C. Faust, Greenville, Ind., director of public relations of the Indiana Farm Bureau Federation and editor and manager of the *Hoosier Farmer*, each testified in connection with WLW service. The gist of their testimony, after considerable bickering between WLW and Commission counsel regarding admissibility, was that if WLW were reduced in power from 500 to 50 kw., which would mean a two-thirds diminution in its secondary daytime signal, it would adversely affect service to the rural residents of these areas.

Mr. McLaughlin testified that WLW is the most popular station in three-fourths of the area of West Virginia and that it was common practice in the State to rely upon the station for farm, weather, river, news and other reports.

Asked about the effect of a reduction in power from 500 to 50 kw., after considerable argument between WLW Counsel Patrick and Commission Counsel Porter, Mr. McLaughlin said "it would not only handicap the small radio owner but also deprive him of service which the station has been capable of rendering because the great majority of sets in use in the State are smaller sets and would not pick up stations of less power."

Mr. Moore similarly testified that rural listeners in Indiana depended largely upon WLW for farm, weather and other public service programs, including news. He said WLW is the only station in the State that is heard consistently and felt that if its power were reduced "listeners would suffer". He added that he was familiar with WLW as a 50 kw. station and that it is received much better now with 500 kw. than under the lower power.

Replying to Mr. Porter, Mr. Moore declared his experience showed it was difficult to get complete rural coverage in Ohio over other stations and that for that reason his organization had used WLW for commercially sponsored programs daily for several years. For the same amount of money, he said, "we can do a better job of reaching the people of Ohio over WLW." He explained that his organization sponsored daily programs over WLW and had a full-time commentator, these programs running six times a week for 15 minutes at noon. His organization did not pay, however, for its participations in the *Farm & Home Hour* and certain other programs broadcast over WLW.

After explaining he travelled extensively over the State and relied upon WLW, Mr. Faust said the station is highly regarded by rural residents of Indiana. Asked about the consequences of a reduction in power to 50 kw., he declared "any reduction in power would be detrimental to the rural listening audience in Indiana." He attributed WLW's rural popularity in Indiana to its tremendous power, saying the station was used by his organization for rural coverage as distinguished from urban coverage.

Announcement Policy Outlined by Mr. Shouse

Upon completion of this testimony, Mr. Shouse resumed the stand for cross-examination by Counsel Porter and was subjected to a barrage of questions dealing with individual programs over the station, including a prize contest for Camay, Kruschen Salts and children's programs, notably the Dick Tracy-Quaker Oats schedule. Mr. Porter made reference to "blood and thunder, shooting and arresting" types of programs, in alluding to the Dick Tracy schedule.

At the outset and several times during the examination, Mr. Patrick made clear that all questions on specific programs carried over WLW were objected to under his blanket objection made at the opening of the hearing, and that this type of testimony was being admitted to the record under his general as well as specific objections.

Evidently seeking to show that WLW is almost "sold out", Mr. Porter asked Mr. Shouse whether it was not a practice of the station to transcribe off-the-line certain commercial programs and broadcast them later. Mr. Shouse replied that this was done only under exceptional circumstances. Offhand, he recalled, this had been done in two cases in recent months because of the network switchover from standard to daylight time. He estimated that at present WLW has available on an average of 45 minutes open time between 5 and 9:30 p. m.

Mr. Porter asked about the type of station breaks used over WLW and the frequency of mention of Crosley or the Crosley organization. Mr. Shouse said that announcements varied considerably and that he did not believe that more than half of the station-break identifications included the Crosley name. He emphasized further that to the best of his knowledge no direct announcements are

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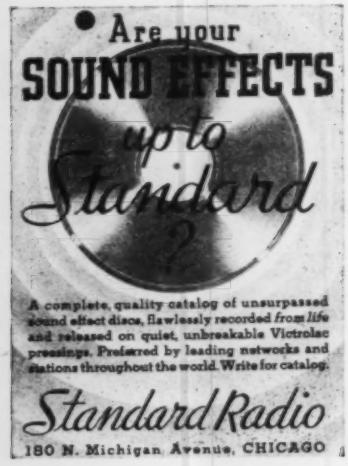
MAX UHLIG, CBS technician, recenty developed the perfect "sound effects gun"—completely satisfactory to the police as well as the radio industry. After ten years study, during which time most of his experimenting was done with the size of the powder charge, Mr. Uhlig discovered that length of the barrel was the thing and popped up recently with a pistol sporting a one-inch long barrel that would produce a genuine "crack" over the microphone. No police permit is needed.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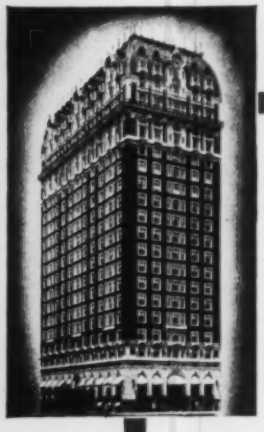

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made over the station at any time of specific Crosley products. Very few spot announcements are carried on the station because of the stringent policy regarding them. WLW does sell 15 to 25-word station break announcements, he declared, but never between two commercial programs. Consequently, he said the number is definitely limited. The station does not solicit spot announcements, he said.

Mr. Porter turned to the transcript of WLW commercial continuities made by the Grand Island monitoring station. First he asked about the broadcast on April 29 of a Camay program which involved a prize contest of $2,500 per day for 30 days, with the first prize $1,000. The contest was based on the best reasons given in 25 additional words to the sentence beginning *"I believe Camay is best for my complexion because—"*

Asked by Mr. Porter whether he had checked this contest angle in detail to determine whether it was in accord with provisions of the Communications Act, Mr. Shouse said it was a chain program emanating from NBC-Red Network and that he assumed NBC, following customary practice, looked into it, had it checked by its attorneys and cleared it through the postal authorities. He said he felt NBC would not feed a program which was not "perfectly proper."

"Then in other words, you depended entirely on NBC?" Mr. Porter asked.

Mr. Shouse said this was not entirely so. He relied also, he said, on the integrity of Procter & Gamble, the sponsor, because he had had many business contacts with that organization and knew it to be entirely reputable.

Transcription Programs Carefully Checked

Mr. Porter asked if WLW had made an investigation to ascertain whether the prize contest feature of a program broadcast over 45 stations, such as the Camay program, was proper and whether such awards could be made and properly checked in so short a period. Mr. Shouse again declared he relied on the integrity of NBC and Procter & Gamble.

Mr. Porter next took up the Crisco program, also a Procter & Gamble account and also fed to W L W through NBC - Red. Mr. Shouse explained that the same circumstances were true about it but he emphasized that in the event a program is transmitted via transcription it is thoroughly checked and investigated by WLW.

Kruschen Salts came next, and Mr. Porter asked if it was the policy of WLW to carry remedies of this character. Mr. Shouse declared that the station checks very closely the continuity on all proprietary programs and exercises considerable caution. Such matters, he said, also are checked in connection with Federal Trade Commission rulings. He said, responding to Mr. Porter, that he had not checked the curative effects of the salts but that the copy had been examined to ascertain whether it met certain principles and standards and coincided with rulings laid down by the FTC.

Quaker Oats and Chicago Bedding Cited

After Mr. Porter had raised the question of the *Dick Tracy* program, Mr. Shouse said that while he did not listen to the program, he understood that it has been changed radically since Quaker Oats began its sponsorship. Mr. Porter pressed him as to whether he regarded it as "suitable as a children's p r o g r a m" and Mr. Shouse again stated he understood the quality had been "improved tremendously".

Next introduced in the record, and again over the objection of Mr. Patrick, was the continuity of a program sponsored by the Chicago Bedding Co. Asked whether the advertising claims made in the programs had been checked, Mr. Shouse explained that he was out of town at the time the program went on the air but that it had been checked before the FCC had received a complaint on it. The complaint came from the National Association of Bedding Manufacturers, it was explained.

Maps showing mail count breakdowns by counties of WLW fan mail in connection with specific programs next were introduced by Mr. Porter. Mr. Shouse explained these maps did not purport to be the coverage type of survey.

Questioning Mr. Shouse about transcriptions on WLW, Mr. Porter asked if it were not a fact that from 20 to 24 hours of an aggregate weekly operation totaling some 140 hours were transcribed programs. Responding in the affirmative, Mr. Shouse explained that practically all of this time was commercial and that WLW used little or no transcription for sustaining programs because it had adequate live talent available. He explained further under questioning by Mr. Patrick that transcription programs have greatly improved in quality in recent years and that the 20-odd hours did not represent an improper balance. M a n y transcribed programs, because of excellent talent and fine quality, are attractive to regional spot advertisers, he declared.

Mr. Porter pursued his questioning of the WLW executive with regard to specific programs. He mentioned the *Voice of Experience* under Lydia Pinkham sponsorship, but Mr. Shouse explained that the program had changed and now

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KOA—Denver
KPLC—Abilene, Tex.
KOL—Seattle, Wash.
KRNT—Des Moines
KRLH—Midland, Tex.
KECA—Los Angeles
KFWB—Los Angeles
KEHE—Los Angeles
KSTP—St. Paul, Minn.
KRBC—Paris, Tex.
KOMA—Oklahoma City
WMT—Cedar Rapids, Ia.
WPAR—Parkersburg, W. Va.
WMMN—Monongah, W. Va.
WFBM—Indianapolis
WGPC—Albany, Ga.
WSYR—Syracuse, N.Y.
WBLY—Lima, Ohio
WNOX—Knoxville, Tenn.
WMAQ—Chicago
WCPO—Cincinnati
WDZ—Tuscola, Ill.
WPTF—Raleigh, N. C.
WHIO—Dayton, Ohio
WLBL—Auburndale, Wis.
WCAT—Rapid City, S. D.
WGL—Fort Wayne, Ind.
WPDH—Richmond, Ind.
WFLA—Clearwater, Fla.
WGH—Newport News, Va.

THE INTERNATIONAL DERRICK & EQUIPMENT CO.

DIVISION OF INTERNATIONAL STACEY CORP.

COLUMBUS, OHIO

was a Hollywood commentary. He also enumerated a number of other spot transcribed programs carried over the station which were identified by the witness.

Radio Methods of P. & G. Are Reviewed

Mr. Porter asked whether WLW or an advertising agency would be responsible for placement of a spot program on other stations in the WLW area, which advised listeners to tune to WLW for future programs by the same sponsor. Mr. Porter did not disclose either the station or the account involved. The witness said he was certain the agency rather than WLW made the request in the particular case.

After Mr. Shouse had enumerated various products manufactured by Crosley, including Xervac, a hair restorer device, Mr. Shouse said that as far as he was aware, none of these products have been advertised over the station in recent months. In his own experience, which dates back to Nov. 1, 1937, when he assumed the station's general management, he said he did not recall any such mentions.

Under re-direct examination by Mr. Patrick, Mr. Shouse explained that the present practice of the Crosley Company is to check most carefully all spot program continuities. In the case of proprietary advertising, he said, the Crosley Company checks not only with its own attorneys in Cincinnati but also with the Proprietary Association, of which it is a member.

Alluding again to transcription programs, Mr. Shouse said the bulk of such programs carried over WLW are broadcast during the daytime and very few programs other than live talent are put on at night. He said spot advertising by transcription has been increasing appreciably and that he expected it would continue to develop during the next few years. He declared there was no doubt in his mind that the transcription type of programs had improved and that only favorable reaction is received from transcribed programs. In former years, he said, transcriptions were practically never used over WLW while now more and more of them are being employed generally.

P.&G. Studied and Developed Own Radio Plan

Procter & Gamble and its status as a radio advertiser came in for a lengthy dissertation by Mr. Shouse, who explained that he serviced the account while he was on the national sales staff of CBS and over a period of six or eight years. He pointed out that Procter & Gamble today is the largest radio advertiser in the country, using network programs on both NBC and CBS as well as supplementary spot programs generally throughout the country. It is also one of the largest advertisers in magazines and periodicals, he declared.

When P & G first began using radio it found the medium not particularly effective. Then, he explained, it began to devise its own method of checking program results and after several forays with big-name talent on networks, it decided to forego such talent and advertising consistently for short periods over networks and by the transcription method. It has developed a basic plan for use of radio involving a "cost per impression" method, he asserted.

Responding to further questions by Commissioner Craven and Mr. Porter, Mr. Shouse explained in detail the manner in which national spot programs are placed and tested. He went into the factors involved in placement of spot business as against networks by advertisers who have only regional distribution or who desire to supplement and intensify their network coverage by use of transcription.

Tells of Tests Made In Shifting Power

Gerald Branch, WLW research engineer, testified in connection with surveys and reception tests he had made in connection with WLW's operation in recent months.

In an endeavor to determine the listening audience reaction to power changes of WLW, he said, a series of tests were made during regular early morning program schedules last August and September. In these tests WLW was shifted back and forth from 50 to 500 kw. several times, and listeners were asked to report whether they noticed any change in reception. The first tests, conducted for 15 minute periods from 12 midnight until 12:15 (EST) brought 1,421 responses from 43 States, from all Canadian provinces and from six foreign countries. During the broadcasts the listeners were notified that the station first would operate at 500 kw. power and then at 50 kw. power alternately. They were notified also that their cooperation was desired and responses were requested.

Summarizing the results of these tests, Mr. Branch said that a vast majority of the listeners reported a noticeable change in volume between the two powers; that a majority of the listeners noted a change in the noise level, both man-made and natural, between the two powers; that a majority noted a change in clearness and quality between the two powers; that a majority of the few reporting on fading received the impression that fading became more prevalent on the lower power; that the latest type receiver available is the most popular type being used by the listener, having five and six tubes.

A second series of tests covering this very same subject was conducted April 1, 2 and 3 of this year, Mr. Branch testified, but in these tests the listeners were not advised when the higher power was being used. Powers were shifted back and forth without notice. The powers were designated as A and B or 1 and 2, rather than 500 and 50. It was significant, Mr. Branch testified, that the results of the two studies were "remarkably similar."

In the first series, 1,421 qualified responses were received, whereas in the second such responses were received from 1,387 listeners. In the first series, 94% of the listeners reported better volume from 500 kw. than 50 kw., while in the second the percentage was 91.3%. In the first survey 87% of the listeners reported increased clearness and quality with the higher power as against 87.1% in the second survey.

In summarizing the results procured from the combined surveys, Mr. Branch said that, on the basis of the tests, the following points were established:

1. Over 91% of the listeners noted an increase in volume on 500 kw. Listeners' preference—500 kw.

2. Over 92% of the listeners note a decrease in static, noise and interference on 500 kw. Listeners' preference—500 kw.

3. Over 87% of the listeners note an increase in clearness and quality on 500 kilowatts. Listeners' preference—500 kw.

4. Over 87% of the few reporting on fading received the impression that fading was less prevalent on 500 kw. Listeners' preference—500 kw.

5. The psychological effect of disclosing to the listener the amount of power being used, as in the August 1937 tests, is quite unimportant and causes little, if any, change in the results, as evidenced by the recent tests in which the listeners readily detected and preferred the higher power, even though the power was not disclosed.

6. The latest receiver available is the most popular type being used by the listener.

7. Five and six-tube receivers are by far the most popular type in use today.

Selective Fading of Signals Is Examined

In several instances in connection with fading, a small portion of the replies indicated there was less fading with 50 kw. than 500 kw. Mr. Branch attributed this to the possibility that when the transmitter was operating with 500 kw. the selective fading might have been severe whereas it might have corrected itself on the 50 kw. operation.

To illustrate the effects of selective fading, Mr. Branch next performed a series of recordings made at Akron, O., June 27-30, of WLW-received programs under varying conditions. He explained that Akron, under the 1935 survey of the FCC, when propagation conditions were considered good, was in the center of WLW's worst fading area. While it is still in that fading area, he said, it is not in the worst area at this time. Being on the "inner edge" of the selective fading zone.

Both receivers with automatic volume control and without it were used in these tests for the comparison. The first record performed was on a set not having automatic volume control. It comprised a Bing Crosby vocal. After performing the record on a portable phonograph unit, Mr. Branch explained this reception was regarded as satisfactory. But the next record, also made on a set without automatic volume control, disclosed very bad fading and constituted far from consistent reception, he reported. Subsequent records also were designed to show the degree of distortion of voice and music resulting from this selective fading. Mr. Branch explained under cross-examination that an automatic volume control, in its effort to raise the signal level, also amplifies other noises and interferences which may exist on the carrier, pointing out that reception in the selective fading area is poor with or without the automatic volume control device.

Mr. Porter asked whether the conditions prevailing in June would not differ from those in other seasons, with the result that atmospheric noises might be lower and the distortion less. Mr. Branch replied that in the Akron tests the automatic volume control in no sense compensated for the noise level and that he felt there would be no appreciable change in the degree of fading or interference irrespective of season. Asked by Mr. Porter whether selective fading occurs only a small percentage of the time, Mr. Branch declared that

Control Panel Developed by WLW Engineers

NEW CONTROL panels like the above, made by WLW engineers from their own designs, will be installed in 12 new control studios, according to testimony at the 500 kw. renewal hearings.

this depended upon the location of the fading zone and other factors.

Mr. Porter questioned Mr. Branch extensively regarding the functioning of automatic volume control sets and of technical coverage matters. Mr. Patrick objected to this type of cross-examination on the ground that the witness had not testified as to coverage factors per se but only about surveys he had made. Mr. Patrick said he would later place on the stand a witness thoroughly familiar with these other matters. Before the cross-examination ended, however, Mr. Porter had elicited from Mr. Branch the statement that ordinary power volume is not a factor in determining fading areas. He said the primary service area of WLW largely lay within Ohio, Indiana and Kentucky. When he was asked whether a satisfactory signal is received in that area by a 50 kw. station, Mr. Branch replied that this depended upon a number of other factors.

After completion of Mr. Branch's cross-examination, Mr. Patrick and Ralph L. Walker, FCC attorney assisting Mr. Porter, stipulated into the record of the WLW renewal case portions of the testimony adduced by WLW and the Commission in the June 6 hearings on proposed new rules and regulations. Largely, the data stipulated covered the testimony of a half-dozen witnesses appearing for WLW.

E. J. Ellig, comptroller of the Crosley company, placed in the record a financial statement showing income and expenses of WLW from April 1, 1929 until Dec. 31, 1937, together with the annual report for the calendar year 1937 of the Crosley Radio Corp. covering all of its activities. [See separate article dealing with Mr. Ellig's testimony].

Leydorf Tells of Coverage Conditions

To conclude WLW's technical case, Mr. Leydorf went into a detailed discussion of technical terms dealing with radio interference, coverage and the like. These were discussed under examination by Mr. Patrick preparatory to his disclosure of the proposed new circular antenna array which would cost an estimated $100,000 and which would permit WLW to control its primary and secondary coverage in a manner never before projected (see separate article in this issue).

Before covering the antenna plan, Mr. Leydorf described the effects of cross-modulation, blanketing and other interferences and steps which had been taken under his direction at WLW to remedy such conditions. He dwelt particularly upon the CFRB-WLW problem which was solved when WLW installed a directional array to curtail its signal at night toward Toronto, defining this as the first phase of the development of the new antenna plan. There was also a possible interference problem with WOR when WLW began operation with 500 kw. in April, 1934, he said, but this also was dissipated. These two instances, he said, were the only problems which developed in connection with 500 kw. operation from the technical standpoint.

Upon completion of Mr. Leydorf's testimony with respect to the proposed antenna array, Commissioner Craven again sought to clarify testimony in connection with the function of the automatic volume control on receiving sets. He also advanced the view that there appeared to be some confusion as to the type of service being rendered by clear-channel stations. Mr. Leydorf repeated previous testimony that under present propagation conditions, presumably at their worst because of the sun spot cycle and other phenomena, clear-channel stations having power of 50 kw. afford very little in the way of secondary coverage. He said tests had been made by the WLW technical organization on this coverage.

Ring Reviews History Of WLW Experiments

WLW Counsel Patrick called as his next witness Andrew D. Ring, assistant chief engineer of the FCC for broadcasting and senior engineer of the old Radio Commission at the time WLW was first granted its experimental license to operate with 500 kw. He was asked to trace the license history of WLW.

Mr. Ring brought out that the Crosley company first filed for authority to operate with power of from 100 to 500 kw. during early morning hours in 1932 for experimental station W8XO. It was not until December, 1933, that the station began operation with power greater than 50 kw. for brief periods. On April 17, 1934 it received special authority to operate with 500 kw. experimentally, he pointed out, using its regular call letters WLW instead of W8XO but it did not begin actual full-time operation until May 7, 1934. In June, 1935, because of the CFRB interference situation, the station went back to 50 kw. operation until it completed installation of the directional antenna, after which it went back to 500 kw. under its experimental license and it has operated with that power since.

Mr. Ring brought out also that WLW had pending in January, 1935, an application for authority to use 500 kw. power regularly and that a hearing had been set on it for the following September. He then related that at a conference at the FCC participated in by Mr. Patrick as WLW counsel, Dr. C. B. Jolliffe, then chief engineer, and himself, it was agreed by all concerned that the hearing should not be held on that date, since the FCC had not completely analyzed technical studies it had made of clear-channel station coverage and it desired to put this data in the record of such a hearing. As a consequence, WLW asked for a postponement which was granted.

Mr. Ring, under examination by Mr. Patrick, pointed out that while both General Electric and Westinghouse had experimented with power

P & G'S METHODS
Foreign Language Programs Have Many Tieups

PROCTER & GAMBLE's one-year renewal of its daily quarter-hour Italian program for Ivory Soap on WOV, New York, WPEN, Philadelphia, and WCOP, Boston, demonstrates good sales results.

Less than a year ago, after careful study and survey by its agency, Compton Adv. Inc., New York, P & G started these broadcasts and provided for dealers' display advertising, including posters printed in Italian announcing the programs over WOV. P & G representatives then visited Italian homes in the WOV area, particularly in Greater New York, to present coupons redeemable at stores handling the products, in a two-for-the-price-of-one Ivory Soap offer. The coupon was attached to a circular printed in both Italian and English. Housewives rushed to cash in the coupons.

After a checkup by its sales staff calling on Italian retailers, P & G made its own survey of the progress of its Italian campaign. Investigators found that radio, coupled with a well-planned and thorough merchandising tieup, had within one year made P & G brands a household word in the Italo-American market.

If you are thinking about

JEWISH ADVERTISING

Think of

·WLTH·

NEW YORK

Jewish Market Information — *Merchandising Service*

WHERE BUSINESS IS GOOD

Where Business Is Good IN GREENSBORO, N.C.

does not necessarily mean that every medium will bring the desired results in the Favored Region.

Get the coverage you pay for!

Get the merchandising service you expect.

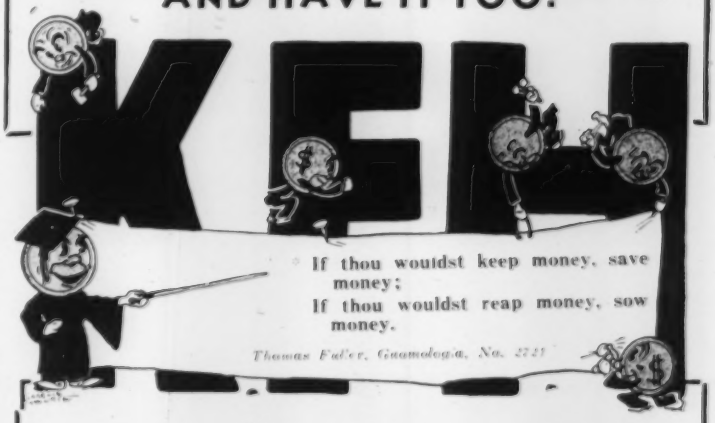
WBIG, in Greensboro, has a loyal audience and also a loyal advertising clientele. Both of these blessings are due to one cause—the high standards set and jealously maintained by WBIG. The popular preferences thus created have kept some of the station's advertisers on its air continuously for more than five years.

SUCCESS IS A HARD HABIT TO BREAK!

Edney Ridge, Director

Geo. P. Hollingbery, Inc.
Natl. Reps.

HOW TO EAT YOUR CAKE AND HAVE IT TOO!



"Advertising Dollars" sowed in the rich Wichita Market via radio station KFH makes for a rich crop of new and profitable business—your money back! Plus!

KFH WICHITA • KANSAS
Basic Supplementary, CBS

National Representatives, Edward Petry & Co., Inc.

COOL Silently

AIR CONDITIONED BEDROOMS AT WASHINGTON'S MODERN HOTEL

Assure Healthful Sleep and Escape From All Outside Noises

☆ Restaurants ☆ Lobbies ☆ ☆ Public Assembly Rooms ☆ Also Made Delightfully Comfortable By The Quiet Flow Of Fresh, Washed Air

Naturally Ventilated Bedrooms and Suites On Every Floor, If Preferred

Single Rooms from $4
Double Rooms from $6
All with bath, of course

The Air Conditioned MAYFLOWER
WASHINGTON, D. C.
H. L. FOLLIO, Manager
NEW YORK OFFICE:
521 Fifth Avenue MUrray Hill 4-2386

of greater than 50 kw., prior to WLW's operation, they did not develop equipment for superpower operation. This line of questioning drew objections from Mr. Porter but was admitted on the ground that it had a bearing upon superpower development.

Shouse Tells How WLW Pioneered in Power

When the hearings resumed July 26 after a recess from July 22, Mr. Shouse resumed the stand, only to be caught in a cross-fire of objections between FCC Counsel Porter and WLW Counsel Patrick regarding admissibility of certain lines of testimony. Mr. Patrick reiterated objections to any testimony dealing with specific programs broadcast over WLW but Chairman Case, after consulting his colleagues, ruled against WLW and in favor of Mr. Porter. Mr. Patrick excepted to the chairman's rulings, and, for a spell, objected to every question Mr. Porter asked regarding particular programs until it was agreed that one objection would stand for each mention of a particular program.

In opening the second phase of his testimony as WLW's concluding witness, Mr. Shouse began to read a prepared statement making deductions as to WLW policy on the basis of previous testimony. It was only after a series of objections and rulings that he was permitted to continue his testimony, and then it was interrupted from time to time with other objections.

Mr. Shouse said in substance that WLW not only had pioneered development of power but also of programs. He pointed out it began operation in April, 1921, as a 20-watt station and that it successively used 50, 500, 5,000 50,000 (in October of 1928) and finally 500,000 watts. He pointed out that on each successive power increase there were cries of "superpower".

The power policy of WLW, said Mr. Shouse, always has been to use the maximum power to provide good service, with particular reference to signal strength in the secondary area. He said it was his opinion that there was no question that the power increase had resulted in substantial benefits to listeners, especially in remote sections.

Regarding program policy, Mr. Shouse said the station had always sought to fit its programs to listener demand, again emphasizing its secondary rather than primary coverage. WLW was one of the first stations to affiliate with NBC—in 1927, he said.

DOWN IN Olathe, Kan., on July 15, the first policies to insure growing crops were issued by the Federal Crop Insurance Corp. M. L. Purvines (extreme right), Panhandle, Tex., landowner, is shown receiving Policy No. 1 from Roy M. Green (left), national manager of the Corporation. Neal Keehn, special events director of KMBC, Kansas City, which picked up the event for CBS, is at the microphone, talking to Vincent Meyer, wheat farmer of Olathe, who has just paid the premium on his policy, No. 2, in wheat.

Popularity of WLW, Mr. Shouse declared, is traceable not only to its power but to its programs. He stressed WLW's expenditures for programs—amounting to approximately $800,000 annually during the last few years—as indicative of the type of service the station is rendering. Moreover, he said, it is expending that money for only a comparatively small amount of air time since it is an outlet for both NBC Red and Blue Networks and MBS.

Listener Impression Vital to Sponsors

The Crosley company is willing and ready to carry out any plans for technical developments specified by the FCC in connection with 500 kw. operation, he said. He declared it had set aside the money for the antenna project outlined by Mr. Leydorf, earmarking it for use at such time as it is decided to proceed with actual construction. Provisions also have been made for an increase in the staff of the station if required, he said.

The term "superpower", was described as a misnomer by Mr. Shouse, who said it presents a "distorted picture". In 1924, he declared, power of 500 watts was referred to as superpower. The same situation was true in connection with 5,000 and 50,000 watts, he said. As a matter of fact, he added, the energy used by a 500,000 watt station is equal only to the 750 horsepower employed by one of the two motors used on a Douglas twin-motor plane.

When Commissioner Craven asked whether an advertiser purchases signal intensity or power, Mr. Shouse said he buys "the impression" made upon the listener by a particular station and program. In other words, he said, he buys "the ability to create a demand or acceptance for the merchandise he has to sell."

Discussing advertiser selection of media, Mr. Shouse pointed out that the advertiser always seeks to get the biggest return for the advertising dollar spent. Totally aside from listener reaction, the advertiser also may be interested in the dealer, branch office, distributor and wholesaler for his product since by advertising over the air he can prevail upon them to "merchandise" the product. The advertiser realizes as much profit from a sale resulting from a merchandising display as he does from one produced by radio or any other advertisement, he said.

Auto Dealers Favor Local Coverage

On the specific question of national spot accounts, Mr. Shouse declared that WLW had never been able to land Chevrolet for a sustained schedule because of the dealer situation. Dealers prefer local outlets rather than blanket coverage, he asserted, declaring the same situation obtained in connection with certain other national accounts.

There are frequent instances of variations in station rates for stations of the same power in identical markets, Mr. Shouse said. He attributed this to network affiliation, general program structure and listener loyalty which springs from sustained meritorious operation. Originally, he said, radio as an industry had no intelligent basis upon which to reckon its rates and they were largely guesswork.

Mr. Porter asked the witness about WLW's arrangement with NBC, particularly in connection with rates. Mr. Shouse said NBC sells WLW to network accounts at the same rates charged by WLW for spot business placed direct. He declared the division of rate as between the network and the station has not changed since 1932 insofar as proportions are concerned, although there have been several rate increases since that time. He said also that NBC does not have a written contract with WLW, implying that its affiliation is an oral arrangement.

Representation Setup Of Station Explained

The same rate situation that obtains with NBC also exists in connection with MBS, Mr. Shouse said. He declared WLW was a part of the "Quality Group" before the advent of Mutual and continued the same arrangement with the latter.

Mr. Porter questioned the witness on the statement that WLW was the first station to use 50 kw. He asked the witness whether he knew that such stations as WEAF, KDKA and WGY used that power in 1927, whereas WLW did not

WLAW "The Voice of Northern New England"

New England's

ACTIVE

Radio Station

—in one of New England's BEST Markets

- 32 Remote pick-ups in the past two weeks, covering Southern New Hampshire and Eastern Massachusetts.
- N. B. C. Thesaurus and Standard Library.
- Inter-City Broadcasting System.

1000 WATTS — 680 KILOCYCLES
AT
LAWRENCE, MASSACHUSETTS

• The Friendliest City in the United States •

begin such operation until 1928. Mr. Shouse explained his data had been supplied by the WLW Technical Department and that he personally had not been aware of these other operations.

Replying to Mr. Porter, Mr. Shouse said there were a number of national spot accounts carried on other stations in the Cincinnati area which were not used on WLW and that his organization had "solicited" them. Among them he mentioned Ovaltine, California Fruit Growers and Coca Cola on WCKY and Fitzpatrick Bros., Kitchen Cleanser, Purity Bakeries, American Tobacco and a cosmetic on WKRC.

The question of WLW representation then was taken up by Mr. Porter. Mr. Shouse explained that Transamerican represents WLW exclusively on a national basis except in the 200-mile "home area" of WLW. When he joined the station last November, Mr. Shouse said, he found that both Transamerican and J. Ralph Corbett Co. represented the station nationally. Because of conflicts, a new arrangement was negotiated whereby Transamerican took over national representation, with Corbett restricting its operations to the home area of WLW. He said he understood Corbett had closed its eastern and central offices since that time.

Crosley Not Financially Interested in Transamerican

Denial of Crosley ownership of a 20% interest in Transamerican was voiced by Mr. Shouse after the question had been raised by Commission counsel. He said he was quite sure there was no such ownership arrangement either in the Crosley corporation or in any Crosley official. He pointed out that John L. Clark, former general manager of WLW, is president of Transamerican, but said there was no ownership arrangement of any character. Mr. Porter observed he had been informed that Warner Bros. owned 80% of Transamerican with 20% reposing in Crosley.

At this point, Mr. Porter began to hammer away at specific accounts carried on WLW. Mr. Patrick restated his original objections to any inquiry into specific programs on the ground that the issue was not that of renewal of WLW's license to operate but only of extension of its experimental authorization to use 450,000 watts additional to its regular power of 50,000 watts. There was much huddling on the bench as Messrs. Patrick and Porter in turn debated their views on this matter. The upshot was that Chairman Case ruled such questions admissible on the ground that the general matter of program policy had been opened by Mr. Patrick and that questions on particular programs would be permitted as the foundation for the general program policy. Mr. Patrick said he reserved the right to object to all such examination.

The first colloquy developed in connection with the Chicago Bedding Co. account. Mr. Porter attempted to offer for the record continuity involving the program but explained that apparently an affidavit or letter from the National Association of Bedding Manufacturers, absolving WLW of any implication in connection with the continuity, apparently had been misplaced and that a search of the files failed to reveal it. Mr. Patrick objected on the ground that the complete file should be included and Gov. Case sustained the objection. Afterward, Mr. Porter said he had been informed that as far as he knew he had never seen the affidavit referred to and that he would be prepared to offer the material in the record as complete.

Second on the specific program list was Kolor-bak, a hair dye. Mr. Porter first placed in the record the continuity of a particular Kolor-bak program and followed that with continuity of a program sponsored by Cystex, kidney remedy. Then he offered a copy of a Federal Trade Commission complaint and finding relating to Kolor-bak. This brought renewed objection from Mr. Patrick, who pointed out that the Trade Commission orders were dated 1929

GOING PLACES!

You probably wear, smoke or sleep under products of this industrially famous market. This territory is famed for its consistent activity. Yours to tap through the sales power of—

For Sales at a Profit

WAIR

Winston-Salem, North Carolina
Sears and Ayer
National Representatives

ACCEPT NO SUBSTITUTES —BUY GENUINE LOUISVILLE!

Don't forget, boys, that if Kentucky didn't contain Louisville, you'd never wrinkle a brow over the State, at all! And WAVE is the *one* Louisville station that most *closely* covers the 25-county Louisville Trading Area—with nary a hill-billy hollow within *our entire 43-county sphere!* .... By using WAVE, you pay *only* for covering the honest-to-goodness Louisville market—and get *twice* the results per dollar spent. Write for the *proof!* An N. B. C. Outlet.

National Representatives
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS ... 940 K. C.

STATION MANAGER
THE TELEPHONE FILLS THE GAPS
PRODUCTION MANAGER
ENGINEER
TALENT
SALES DEPT.
ADVERTISING AGENCY
The broadcasting business is an intricate business. There is a flood of details that must be handled by many people and approved by many more. Quick, easy intercommunication is vital. The telephone is a nimble servant.
You can talk to the man in the next office or to some one across the country or across the seas. You can talk with several people on the same connection by the use of Conference Service.
The quick line to any person in any place is the telephone line. Use it often.

and 1930 respectively, whereas the continuity carried over WLW was dated this year.

Power of FCC to Rule On Products Questioned

When Mr. Porter introduced FTC documents involving Cystex as well as Kolor-bak, Mr. Patrick objected to their relevancy, declaring that all of the actions antedated the carrying of the programs by WLW. Moreover, he said there was nothing in the orders condemning the products as such but that they simply related to certain continuities broadcast in the past. He added he did not think the Commission could pass on whether the particular continuity involved followed FTC edicts.

When Mr. Porter argued that it was a matter for the Commission to determine whether the programs were in the public interest, Mr. Patrick said that hundreds of products are involved in FTC proceedings and that if the Porter contention were upheld, it might be possible to bar all of these products from radio advertising. Mr. Porter said he felt the testimony was important in the light of the WLW contention of "super-service". The cross-fire became so heated that Chairman Case finally concluded that he would be forced to reserve ruling as to whether the testimony was admissible.

Mr. Porter again offered for the record the exhibits covering transcripts of WLW programs made by the Grand Island monitoring station at his request. Mr. Patrick said that at the time these were originally offered he had objected to their materiality rather than their accuracy. He stated he had now had the opportunity to examine them and that he wished now to challenge both their accuracy and materiality. In reciting his reasons, he said the transcript did not cover the entire broadcast days and did not show the entire programs. Moreover, he declared the transcripts were studded with "question marks, asterisks and blanks" indicating that many portions were unintelligible.

Mr. Porter, however, contended that the querying of certain statements which were not clear by the reporter was indicative of the fairness of the transcriptions. Thereupon, Mr. Patrick argued that if these records were introduced and held competent, he would also seek to bring out that the one-half millivolt signal 50% of the time of WLW does not constitute service as evidenced by the fact that the monitoring station at Grand Island could not pick up and transcribe the program service. He said too that in order to appraise the competence of the exhibits it would be necessary to ascertain how the transcripts were made, by whom, and the type of equipment employed. The matter of introduction of the exhibits again was left hanging fire.

Says Sponsor Referred Continuities to the FTC

On redirect examination by Mr. Patrick, Mr. Shouse said that Kolor-bak has been broadcast over a large number of stations for four or five years. Many important stations have carried it. Moreover, he declared that United Remedies, placing the account, has been most meticulous in requesting stations not to change continuity because the company has held it had checked the continuity with the Trade Commission. He said that Kolor-bak has been off WLW since April because of expiration of the contract.

Regarding Cystex, Mr. Shouse said the program had been offered WLW by its representative at a time when he was in Washington preparing for the June 6 hearings on rules and regulations. The account was accepted subject to cancellation, he said, because of his enforced absence. On his first trip back to Cincinnati, even though the client had agreed to make material changes in the continuity, he said he cancelled the program because he felt it did not accord with "good taste" standards. Reference to internal bodily functions were objectionable, he said. The contract could have been a 52-week account, he said, but it ran only from the last week in May to the middle of June.

Bedding Claims Valid, But Account Was Dropped

Regarding the Chicago Bedding Co. account, Mr. Shouse said the copy contained a line to which objection had been raised. This statement was that a mattress equal to the quality of the $39.50 product was offered at $17 on the direct sale basis. He said he had no reason to believe it untrue since a mark-up of 150% in furniture is not unusual. After broadcast of several of these programs, a furniture dealer contended some of the claims were too strong and as a result of conversations and investigations, it was decided to discontinue the program because it was not "important to us."

He added he had gone over the situation very carefully and that he was reassured as to the validity of the claims but that in spite of this the account was cancelled.

Again taking up questioning of Mr. Shouse, Mr. Porter asked whether the Kolor-bak continuity, a passage from which he had read into the record, constituted the type of continuity that accorded with WLW policy. After argument as to the propriety of the question, Mr. Shouse said that taking into account the time of the day, the type of the product involved and the policy of WLW on such accounts during this year, he felt copy of that character was acceptable to the station.

Commissioner Craven asked whether any difficulty was experienced in getting advertisers to change continuity. Mr. Shouse said this varied from account to account and that there was no hard and fast yardstick. In connection with

30% of the

WOWO FAMILY*

lives on 165,000 farms and has an annual income of

$203,610,000

This large group of farmers, like the rest of the WOWO family, is prosperous. They spend liberally but carefully. They purchase the products advertised over WOWO. Especially important to an advertiser is their continuous buying power which is due to their many sources of income. In the state of Indiana, for example, the eleven leading products account for only 24% of the total farm income.

These farmers depend daily upon WOWO to furnish them markets, news, educational features and entertainment.

WESTINGHOUSE RADIO STATIONS, Inc.

FREE & PETERS National Representatives

*Residents within the WOWO Primary Area

10,000 Watts; 1160 Kc.
NBC Basic Blue Network

WOWO

FORT WAYNE • INDIANA

INDIANA'S MOST POWERFUL RADIO STATION!

free! Yes, it's Ready!

YOU can have for the asking a new 32-page book showing the *most startling survey* in Chicago Radio History, field intensity surveys and data that prove these stations *America's greatest publicity investment!*

WGES-WCBD-WSBC

Chicago

Kolor-bak, he again recited that the advertiser claimed it checked closely with the FTC and advised against any alterations in its copy, lest objectionable statements might be included inadvertently.

With the completion of the WLW case in chief, Mr. Porter opened the FCC case against WLW. His first witness was John A. Kennedy, operator of WCHS, Charleston, WBLK, Clarksburg, and WPAR, Parkersburg, and publisher of the *Clarksburg Exponent*.

Kennedy Testifies On Boake Carter Account

The fur began to fly again in connection with admissibility of testimony by Mr. Kennedy, particularly regarding cancellation recently of the General Foods-sponsored Boake Carter series over WCHS by CBS and the subsequent "cancellation of the cancellation" which permitted the program to continue. Mr. Patrick contended that only the "ultimate fact" was material and that the fact that the program had been cancelled but that the cancellation never had been made effective was of no consequence. After protracted arguments pro and con, Gov. Case overruled Mr. Patrick's objections all down the line and Mr. Patrick noted his exceptions, again indicating he intended to appeal if the Commission's decision in the final analysis is adverse.

Mr. Kennedy said after the cancellation he had checked with CBS and has ascertained that 12 stations more or less in the WLW service area also had received cancellation notices on the Boake Carter program because it was to be carried over WLW. The cancellation was to have become effective on May 27 last, he said, but before that date arrived CBS "cancelled the cancellation". He said he did not inquire as to the reason for the subsequent action.

Answering questions by Mr. Porter, Mr. Kennedy said he had solicited the Procter & Gamble account for more than two years and that the answer he procured was that WLW adequately covered his territory. Only recently, he said, a Procter & Gamble program was scheduled by CBS daytime over WCHS.

Explaining WCHS had joined the CBS network in February, 1937, Mr. Kennedy said in responding to Porter questions that he had contacted both NBC and CBS and had been offered contracts approximately similar from the revenue standpoint. He said had he made a personal survey of the availability of business and decided it would be too much of a "fight" against WLW because it would get all of the "big shows". Therefore, he said, he elected to take the CBS contract.

Mr. Kennedy placed in the record a letter from J. D. McLaughlin, Commissioner of Agriculture of West Virginia under date of July 21, which in effect thanked the stations for their collaboration with his department in carrying agriculture programs. Among other things, Mr. McLaughlin stated in the letter that the service was of a character that could be rendered by stations outside West Virginia.

Mr. Kennedy testified while this letter was dated July 21, it had not been solicited as a result of Mr. McLaughlin's former testimony in behalf of WLW at the hearing but had been requested several months ago as a testimonial. He said that Mr. McLaughlin used the facilities of his three stations frequently, employing five minutes daily for market reports as well as two 15-minute programs weekly over the stations. Mr. McLaughlin personally supervised the program, he said.

Events in Red Top Incident Are Related

Mr. Kennedy's second day on the stand resulted in perhaps the most heated cross-examination during the proceedings. Objections by Mr. Patrick to admissibility of certain types of testimony were overruled by Chairman Case but practically every objection raised by Mr. Porter was sustained.

Continuing his examination of Mr. Kennedy, Mr. Porter inquired about the account of the Red Top Brewing Co., a Cincinnati concern. He identified and introduced a series of letters exchanged by the Joseph Advertising Agency of Cincinnati and WCHS. The correspondence dealt with placement of a one-time program on WCHS for Red Top, inviting listeners thereafter to tune in WLW for the Red Top program. When the station said it could not accept the one-time program calling attention to a series to run on a "competitive station", the Joseph agency responded:

"I am sure you will not want to refuse to rebroadcast this program because by doing so you will probably be closing the door to any further business we may have with WCHS." The agency letter, signed by Eli Cohan, added that the letter should not be misunderstood as "a threat in any way".

After Mr. Patrick had contended this evidence showed no connection with the WLW case, Chairman Case permitted the questioning to continue subject to a "motion to strike in the event it was not connected up." The purport of Mr. Kennedy's testimony was that WLW is an active competitor in the advertising field served by his stations. He said his stations are operating at little or no profit and was not sure whether he was "above the line or below the line".

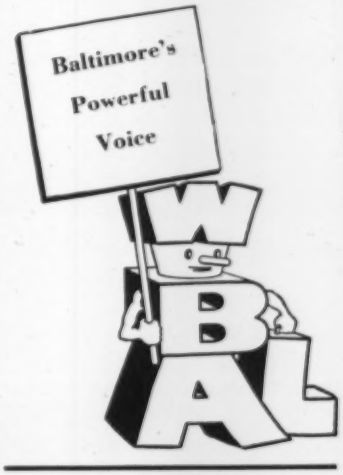
Upon completion of this direct testimony, Mr. Patrick moved the Commission strike the entire Kennedy testimony from the record, declaring the witness by his own testimony said he had no knowledge of WLW operation as a 50 kw. station and consequently there was no evidence addressed to the matter of revenues received by his stations under 50 kw. WLW operation as compared to 500 kw.

Commissioner Case denied the general motion to strike and when Mr. Patrick made a specific motion that all testimony on the Red Top account be stricken because of purported failure to connect it with WLW, he denied that objection also. Mr. Patrick took exceptions in both instances.

Kennedy Tells of Purchase of Status

Lengthy cross-examination of Mr. Kennedy was undertaken by WLW counsel with the testimony at times becoming rather acrimonious. After Mr. Patrick had questioned him on acquisitions of the three stations — two in 1936 and WPAR last year—he asked whether it was not an "oversight" that he had not gone into the WLW competitive situation. Mr. Kennedy said he had not considered the WLW competition when he

HOLLYWOOD'S SMARTEST
Most Convenient
ADDRESS
IVAR STREET
HOLLYWOOD BLVD.
Only a few blocks or minutes from NBC and CBS and all film studios.
Luxurious modern rooms, suites and apartments with full hotel service.
Hollywood headquarters for agency men, radio executives and radio stars.
HOLLYWOOD
Knickerbocker



KFRU

●

COLUMBIA, MISSOURI

A Kilowatt on 630

A Sales Message over KFRU Covers the Heart of Missouri

●

ADVERTISER'S PARADISE

Idaho's richest and most populated area is served daytime NBC programs exclusively by KIDO.

●

The following is the paragraph from page 298 of the Commercial Survey of the Pacific Northwest published in 1932 by the Department of Commerce:

"Boise's position as a distributing center, like that of many other commercial cities of western United States, is based largely upon the factor of distance. Its strategic location at a point approximately midway between Salt Lake City, one of the major distribution centers of the intermountain territory, and Portland, Oregon, one of the principal wholesale centers of the Pacific Coast, gives the city a commanding position over a wide area, from both a retail and wholesale standpoint. By rail Boise is 405 miles from Salt Lake City and 491 miles from Portland."

KIDO

BOISE - IDAHO

Affiliated NBC - RED and BLUE

2500 Watts D. - 1000 Watts N.-1350 Kc.

●

National Representatives:
JOHN BLAIR & CO.

In Texas

W. Lee O'Daniel Wins in First Primary!

SATURDAY, July 23rd, in Texas, W. Lee O'Daniel, Fort Worth radio flour salesman, received more votes than his eleven politically seasoned opponents combined—and for the first time in Texas Political history, a first termer won in the first primary.

W. Lee O'Daniel made a sensational Radio Campaign, with Radio Station WBAP, Fort Worth, doing all the booking and making all the pick-ups—a WBAP supervised campaign—O'Daniel started his radio activities over WBAP six years ago, and since that time has always used the station with occasional additional stations.

AS THE "MASTER OF THE MIKE" PHILOSOPHER SALESMAN, O'DANIEL SAID IN AN EXCLUSIVE FAMILY PARTY BROADCAST THROUGH WBAP ELECTION NIGHT—"I REALIZE THAT NONE OF THE THINGS WHICH I HAVE ACCOMPLISHED WOULD HAVE BEEN POSSIBLE WITHOUT THE USE OF THE FACILITIES OF THAT GREAT RADIO STATION, WBAP"

●

Star-Telegram Stations WBAP and KGKO

Get things done in Texas — Both have state-wide coverage

ON JULY 11th, KGKO scooped the state 18 minutes when the President announced the appointment of Governor Allred to a Federal Judgeship.

Last Sunday, Monday and Tuesday, KGKO scooped the State with a short wave mobile unit broadcast of the San Saba floods. The truck penetrated so far into the flood district it was marooned—but got the news.

The short wave mobile units of WBAP and KGKO are always on time, and in big Texas where things are happening, these units are feeding constantly hot special events programs to WBAP and KGKO.

The Fort Worth Star-Telegram Stations

Amon Carter—President *Harold Hough—General Manager*

WBAP
800kc.—50,000 Watts
New York
Edward Petry & Company

KGKO
570 kc.—5,000 Watts
New York Office
630 Fifth Avenue. Columbus 5-3264
John I. Prosser, Manager

WBBM Mariners

EDDIE HOUSE, organist of WBBM, Chicago, and Charles Warriner, of the WBBM engineering staff, sailed in July via the Great Lakes and the Panama Canal for the opening of the Golden Gate International Exposition. The 42-foot cabin cruiser is equipped with radio transmitting and receiving equipment. They plan to record special events features for WBBM during their cruise on the *Unda Maris* which was built by House and named for one of the stops on the pipe organ.

made the purchases and that possibly it was an oversight.

He agreed that as far as he was aware conditions at WLW had not changed since he had acquired all three stations, since it has operated with 500 kw. since 1934. But he added that conditions have changed in connection with purchase of spot time and that "the little fellows are left in the cold" while the advertisers and agencies select the "big fellows". When Mr. Patrick asked whether he expected the Commission to correct economic conditions in connection with the broadcasting business, Mr. Kennedy said he did not expect the Commission to heave him a "lifeline" but that he had appeared to testify in response to a Commission subpoena. He added he was trying to make sufficient money on his station operations to improve their status and do a public service job as well as realize a profit.

Regarding his three stations, he said he had purchased WCHS in 1936 for $200,000, $100,000 of which was paid cash with $25,000 installments a year for four years. WPAR was purchased for approximately $18,600, he said, while WBLK was acquired as a new station in 1936.

Seeking to bear out his contention that WLW had nothing whatever to do with the Red Top situation, Mr. Patrick carried Mr. Kennedy through a cross-examination on placement of advertising. Mr. Kennedy declared that as a general rule it is placed by the advertiser and the agency on the basis of market and distribution but that the "friendship factor" has been important in some cases.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate 1000 Watts

MILLIONS of DOLLARS

—are being spent by tourists in the Asheville area the next two months. One of America's great summer markets, this . . . and WWNC offers you the sole blanket radio coverage! Let's get your schedules going — *immediately!*

Regarding Red Top, he said he had written Mr. Crosley on it and, after further questions, declared Mr. Crosley had answered him disclaiming any knowledge of the agency action.

Mr. Patrick asked if he had informed Commission counsel prior to the hearing of the existence of this exchange of correspondence with Mr. Crosley, and another legal setto developed. After objections by Mr. Porter, Mr. Patrick said it was for the purpose of "testing the fairness of the witness and his freedom from bias." Chairman Case held the question was not proper but Mr. Patrick insisted that if the witness had not disclosed the correspondence it would indicate bias.

Mr. Kennedy said that prior to his testimony he had told the whole story of the Red Top account to many people and that he believed he had mentioned the existence of this correspondence to Mr. Porter. He said he had no bias whatever against Mr. Crosley and that his letter to Mr. Crosley and the latter's reply were both "gentlemanly". Furthermore, he said, while he did not hold WLW or Mr. Crosley responsible for the agency's action, he felt that WLW should not have continued to carry the program.

Boake Carter Program Subject of Questioning

He described the agency's action as one wherein it tried to "hold a gun of denial of business" at his stations because they would not carry a "one-shot program" which sought to "try to steal away" his audience. "I would definitely think that they were bad boys," he said after reciting this incident.

Mr. Patrick asked why he had not given this character of testimony at the June 6 hearings on rules and regulations when the case against superpower stations was presented by National Association of Regional Broadcast Stations and the witness said he had not been asked to take the stand at that time, again pointing out he had been subpoenaed for this hearing by the FCC. When Mr. Patrick observed there were "strange coincidences" Gov. Case, plainly angered, observed his statement was in the nature of argument and that the time for argument had not arrived. Mr. Kennedy again stated he had talked with many people about the Red Top proposition because he felt so strongly that WLW should not have run the program when it caused so much unrest, particularly since a number of stations in the West Virginia area were affected by the Red Top account. Moreover, he said, the agency threat apparently had been carried out because the Red Top program was being carried on another West Virginia station and not on his own.

The Boake Carter-General Foods program next came up for scrutiny, and Mr. Kennedy agreed that the program was placed by Benton & Bowles for General Foods. He was asked whether he knew about any further cancellation of the program beyond that originally ordered through CBS but afterward rescinded. He said he had no other information but that he had not been at home for ten days and therefore might not be apprised of late developments.

Mr. Patrick asked about the

McLaughlin letter regarding agricultural programs carried over the Kennedy stations and whether there was any "coincidence" between the fact that the letter was dated at the time the WLW hearing was underway. The witness became incensed, asserting he had no explanation to make but that apparently Mr. Patrick was inferring that he had done something which was an offense under the statutes and that he felt he was "pushing it just a little too far".

Procter & Gamble programs and the manner in which they are placed became the next subject and Mr. Kennedy agreed that placement of spot business, as distinguished from network business, is much more elastic. He insisted that WLW's operation with high power affected his ability to serve the public interest in West Virginia.

Data on Earnings Of Three Stations Sought

Mr. Kennedy's testimony was brought to a close July 28 with further cross-examination by Mr. Patrick. Rigid questioning in connection with the fiscal operations of the three Kennedy stations led to a request by Mr. Patrick that Mr. Kennedy supply for the record his responses to the recent FCC questionnaire on income and expenses of his stations.

Mr. Kennedy said while he had nothing to hide, it was his understanding that such information was furnished to the Commission on a confidential basis and that he would rather not have this data made public since it might be used to his disadvantage. Chairman Case finally ruled that the data were procured for the purpose only of arriving at general industry figures and that the Commission could not with propriety order their inclusion in the record.

Mr. Patrick then cited figures on the operation of the three stations, submitted in connection with applications for renewal of licenses as required by the rules. These showed the gross income, expenditures for talent, and expenditures for other purposes of the stations for the six-month period antedating the renewal based on a monthly average.

Mr. Patrick questioned him in connection with his previous testimony that the stations as a group were not making large profits, but on the other hand might be losing money at this time. The witness explained he did not compile the figures himself and that the returns were handled by his auditor.

The data were not introduced in the record as exhibits but simply used by Mr. Patrick for questioning as to expenditures for talent and other purposes as well as general operations. The figures generally showed, it was brought out, that since Mr. Kennedy assumed the ownership of the stations there have been substantial gains in gross income. Mr. Kennedy emphasized, however, that the gains shown were only in gross. Asked whether the figures showed that the stations made "very little money" Mr. Kennedy declared the figures did not represent total net profit since such factors as depreciation and obsolescence were not included under the heading "all other expense". The differential between expenses and gross income were not disclosed for the record.

Develop Antenna to Steer Signal

(Continued from Page 13)

Mr. Leydorf predicted. The selective fading area might be pushed out 200 miles or so, or it might be brought in very close to the antenna, depending upon the type of service contour desired. Moreover, he said, this area could be very closely limited in extent with a strong ground wave signal beginning from the outer edge.

Responding to questions by WLW counsel Duke M. Patrick, Mr. Leydorf felt his proposed circular array would place a substantial portion of the listeners now in the fast fading area of WLW, and receiving only intermittent service, in the good service area. The fast fading area might be put into a "no man's land" with the signal so controlled as to weave in and out of populous areas providing a maximum possible service.

In summarizing anticipated results, after having been plied with questions by Commissioner T. A. M. Craven (who was instrumental in installing the country's first directional antenna), Mr. Leydorf said the proposed array can be used to control both the primary and secondary service areas. The system should improve the secondary service area where more signal is most needed and reduce it when it is not needed. It can limit the fast fading area in such a manner as to intensify the secondary signal and generally steer the course of WLW's operation so that it will provide maximum service in both its secondary and primary areas whatever propagation conditions exist, he added.

He pointed out that if it were found that stations in a given area in the secondary coverage of WLW provided an abundance of programs, engineering technique could be employed to minimize service in that area. Conversely, if it were found desirable to intensify service in another locality, not receiving adequate service, that could be accomplished, he asserted. Under present conditions, Mr. Leydorf said, this system could not be used effectively by all classes of stations.

He predicted this could be done with the proposed system. Mr. Leydorf declared that ever since the Canadian problem was attacked in 1935 he has been making surveys in connection with the proposed new plan. The cost factor is "nebulous" at the present time, but he estimated that, taking into account several possible designs of antennas and other factors, the cost probably would be around $100,000, including research, provision of ground systems, etc. Over and above that cost would be the purchase of additional land to house the array and the ground system.

Asked by Commissioner Craven whether his structure was similar to the Franklin experimentations in Germany, Mr. Leydorf said it was somewhat more extreme than that structure, with which he was entirely familiar. WLW, he declared, desires a structure with greater flexibility, which would permit it to increase its secondary field at will and thereby provide maximum remote service. He said he knew of no other such undertaking but mentioned that WOR uses a directional antenna effectively to take care of its particular coverage problem. He said his idea was the adaptation of a principle he thought sound since its purpose is to apply the station's service area to its service requirements by putting signals where they are most desired and removing them from areas where they are not desired.

Checking Mr. Leydorf as to whether his plan was entirely new, FCC Counsel Porter inquired whether the same sort of antenna ray was not covered in an article published in the IRE proceedings in 1930. Mr. Leydorf said that while the subject was dealt with then he did not regard it as a "treatise" and that there have been many important developments since. Mr. Porter pressed the witness on what would be gained by changing WLW's antenna system and Mr. Leydorf asserted that he felt field intensity in rural areas and overriding of noise and static would occur.

Discusses Competitive Situation in West Virginia

Regarding station service in West Virginia, Mr. Kennedy brought out that there are seven stations in the state and that he owns or controls three of them. He agreed that WLW furinshes "the best signal of any outside station" in the general area of the State except for that portion close to Pittsburgh.

Mr. Kennedy declared WLW was competitive with his Parkersburg and Charleston stations but not so much with Clarksburg. The competition ran both as to audience and business, he asserted. Asked whether he considered competition desirable, Mr. Kennedy said he thought it was.

While he declared he did not like the "type of competition such as the Red Top incident" which came from WLW, he said in response to a hypothetical question that he preferred competition from an outside station like WLW to actual competition of stations in the same towns.

Pressed with questions on competition from outside stations, Mr. Kennedy said that if the type of competition enables "both of us to live I would prefer the outside kind."

If WLW used a 50 kw. instead of a 500 kw. signal, Mr. Kennedy said, he would not object to it in the slightest. This statement came on the assumption that WLW would have the same signal in West Virginia with 50 as it does with 500 kw., though Mr. Kennedy contended that he felt it would not have as strong a signal.

If WLW were not heard in West Virginia because of reduced power, Mr. Kennedy contended there would be no adverse affect on the listeners in the State. He said the elimination of the competition would enable other stations to provide a better public service by virtue of increased national business. Moreover, he contended the stations in the State now overlap in service areas.

Concluding his examination, Mr. Patrick asked the witness what his position was in connection with the issue involved in the WLW proceeding. Mr. Kennedy said he felt that if there are going to be 500 kw. stations, one station should not be permitted to "usurp" that position but "we ought to have lots of them." He said, replying to Mr. Patrick, that he felt there had to be "a first" and he realized that the undertaking was a pioneering one.

Asked if his opinion was based on his reactions as a listener or as a competitor, Mr. Kennedy said they were based on both plus the fact that he is a citizen and taxpayer.

Indianapolis Survey Explained by Bausman

Robert E. Bausman, commercial manager of WIRE, Indianapolis, called as the second FCC witness, replied to Commission Counsel Walker that he closely checked national advertising in the Indianapolis area. He said he recently made a week's survey of so-called "spotlight" advertising on the radio pages of the three Indianapolis newspapers in which sponsors called attention to their programs being broadcast over particular stations. This survey disclosed, roughly, he said, that WLW was mentioned as the station to be tuned in 1140 lines of advertising during the week while both of the Indianapolis stations—WFBM and WIRE—had a combined total of only about 900 lines.

Under cross-examination by Mr. Patrick, Mr. Bausman said WIRE is a basic Red Network station and as such receives all Red Network programs. It also carries one Blue Network program. He added that, aside from two network programs sponsored by Procter & Gamble, the station had no Procter & Gamble business. He declared he did not know about Procter & Gamble accounts which might be on WFBM, Indianapolis.

Mr. Patrick placed in the record a brochure issued early this year by WIRE for sales promotion purposes. Listed in it were NBC commercial accounts together with all spot business handled on the station as of that time. The witness was asked to specify which of the programs were spot as distinguished from network and submit the data for the record at a future date.

Mr. Patrick sought to ascertain if Mr. Bausman had been "invited" to offer his testimony by the Commission or whether he had advanced the suggestion. Mr. Porter interrupted that he took full responsibility for having subpoenaed the witness and Gov. Case held that the matter was not a proper one for examination. In rephrasing his question, Mr. Patrick developed that Mr. Bausman had had a personal conversation with Commission counsel which was followed by the issuance of the subpoena.

Salesman Tells of Coverage Claims

Myron A. Elges, salesman in the New York office of William G. Rambeau Co., representatives for WIRE, testified on direct examination that he had worked for the organization about 11 months and

before that was for one year salesman for Transamerican which represented WLW and the WLW Line. He stated he worked for Transamerican from September 1936 until September of last year.

Asked whether he had solicited business for WLW as a salesman for Transamerican, Mr. Elges declared he had done so on numerous occasions and that he worked under instructions from John Clark, Transamerican president and former WLW general manager, and Frank L. Smith, then acting general manager of WLW. Representations made to advertisers in soliciting busines for WLW, he said, were on the basis of the station coverage. He identified two map exhibits previously placed in the record designed to show WLW primary and secondary coverage as principal data in these solicitations.

While accounts and their agencies often held that WLW's rates were "a little expensive," he said the solicitation usually was effective because of the claim that WLW, with its high power, did a primary coverage job in eight important cities surrounding it. Usually, he said, WLW was sold against a combination of stations, naming WKRC, Cincinnati; WBNS, Columbus; WIRE, Indianapolis; WOWO, Fort Wayne; WAVE, Louisville; WBOW, Terre Haute; WSPD, Toledo, and WWVA, Wheeling.

He said that the advertiser was given to understand that WLW covered this area and that the combined rates of these stations were higher than the single WLW rate. He said in that way they were able to show a "definite saving" in the way of WLW.

Questioned in connection with his work as salesman for Rambeau in the solicitation of business for WIRE, Mr. Elges declared he had called on a great number of agencies and accounts and in every instance he cited, he said the client or agency expressed satisfaction with WLW's coverage of Cincinnati. Among the accounts cited were North American Accident Insurance Co., Gruen Watch, Remington-Rand, Axton-Fisher, Tudor Silver, and Armstrong Cork. He mentioned specific contacts with agency executives in connection with such solicitations, in several instances citing McCann-Erickson and its time buyer, Frank Conrad.

Tells of Selling Points Used in Solicitations

Under cross-examination, Mr. Elges explained that while with Transamerican he also had solicited accounts for WHO, Des Moines, and WCAU, Philadelphia. He said the strongest selling points were made in connection with wide coverage of the clear-channel stations, which he admitted justified their higher rates.

In selling local or regional stations, emphasis was placed on the concentration of signal in the market and the popularity of the stations, along with the contention that no "waste" coverage was involved. Mr. Patrick questioned him in connection with the WLW coverage maps, which he had identified on his direct testimony as those employed in solicitation of WLW accounts while he was with Transamerican. He said both of the maps were in connection with 500 kw. operation.

Mr. Patrick, however, pointed out that one of the maps, which showed West Virginia, Ohio, Indiana and Kentucky as being in the WLW primary service area, was actually based on 50 kw. operation since it was published in April 1935, at which time WLW temporarily was operating with the lower power because of the interference situation with CFRB, Toronto. Commissioner Craven asked Mr. Elges whether he had any trouble in placing national spot business on local stations. The salesman responded that advertisers usually wanted at least a regional station and a network affiliation and for that reason difficulty was encountered.

Mr. Patrick then carried him through an examination of the eight national spot accounts which he said he had solicited for WIRE unsuccessfully. He brought out that the eight accounts were concentrated in four agencies. Mr. Elges testified that only "10 major advertising agencies" placed the bulk of network spot business.

"NICE WORK, MARTHA!" said R. G. Kenyon, Southern California Edison Co.'s advertising director, when he congratulated Martha Moore. Her *Woman's Forum* program on KNX, Hollywood, won that firm the "premier award for radio advertising" among public utilities in the 1938 better copy contest of the Public Utilities Advertising Association. Currently *Woman's Forum* is a five-weekly quarter-hour participating feature on KNX.

Conflict in Sales Arguments Conceded by Witness

He also explained that while with Transamerican, he did not contact all of these accounts save one and that other Transamerican salesmen had the other assignments. Mr. Patrick asked whether it was not a fact that after he left Transamerican, where he solicited business for WLW, it became his job to go around and "unsell" what he previously had sold.

He said this was not entirely so and that since he had left Transamerican he had sold "lots of spot business on WIRE" but not the particular accounts mentioned. Whereas he had testified that he had attempted to sell Gruen Watch and Axton-Fisher Tobacco Co. for WIRE, he did find that a listing of WIRE spot accounts showed these advertisers on the station.

Summing up, Mr. Patrick asked if it was not a fact that Mr. Elges first endeavored to sell stations on the use of WLW because of its wide coverage and now, as a representative of WIRE, among others, contacted the same accounts endeavoring to "unsell" them. He asked if he did not work under a "handicap" because of that. The witness responded in the affirmative.

Referring to his argument that eight stations in the WLW primary area were enumerated in the WLW solicitation as being covered by the latter station at a lower rate, Mr. Patrick asked him to identify the stations and their network affiliations and classifications. The witness was unable in several instances to state whether the stations were regionals, locals or clears or to give their network affiliations. He added under further examination that most of the time buyers were familiar with these factors and that he simply talked in terms of markets rather than stations.

He declared it made no difference in such discussions whether the stations are regionals, clears or locals, and Mr. Patrick asked whether it was the custom of a salesman to assume that the purchaser knew facts which he himself did not know. Commission Counsel Porter objected to the "argument" with the witness.

Ring Tells How Recordings Were Made

As the Commission's final witness, Assistant Chief Engineer Andrew D. Ring was called to the stand. He explained how the two transcripts of WLW programs were made last April by the Grand Island monitoring station. Almost at the outset of the hearing Mr. Porter had sought to have these transcripts introduced but Mr. Patrick had objected to their admission on the grounds of immateriality, incompleteness and his blanket contention that programming matters had no place in the hearings. Despite this, Chairman Case had admitted the documents and Mr. Patrick had noted an exception.

Mr. Ring explained the recordings were made at Grand Island through use of a Beverage antenna, an RCA-281 commercial receiver, a Presto amplifier and a Presto recorder, on April 20 and 29 respectively.

Cross-examining the witness in connection with the manner in which the recordings were made, Mr. Patrick asked whether the equipment was better than that used by the ordinary listener. Mr. Ring said that the antenna was far superior to that used by the listener but the receiver was a 1935 commercial model and a "good receiving set" employing 12 tubes whereas the average receiver uses six or seven tubes. The automatic volume control used on it, while a standard make, nevertheless is superior to the average in use, he said. The recording equipment, he declared, did not contribute to the degree of satisfactory reception, since it was used only to record the output of the receiver and antenna.

On direct examination by Mr. Porter, Mr. Ring described an exhibit he had prepared showing interference caused by WLW's 500 kw. operation with the secondary service area of WOR, operating on the adjacent channel of 710 kc. Both stations, he explained, use directional antennas. The interference is cross-talk developing in the secondary area and can be expected on average receiving sets, he said. The contours on the maps showed the areas in which this cross-talk is encountered.

In connection with WOR-WLW situation, Mr. Ring declared that cross-talks existed as between the two stations prior to May 1934,

5,490,400* FAMILIES

. . . need your product, and you can send your sales message to the greatest number of them at the lowest unit cost through our ultra modern 50,000-watt station in the heart of the rich Ohio Valley. Our national representatives are Edward Petry & Company.

STATION WHAS LOUISVILLE

*CBS Analysis

WBNS COLUMBUS

ALL YOU NEED IN CENTRAL OHIO!

John Blair & Co. Representatives

1000 WATTS NIGHT 5000 WATTS DAY

WTCN

OWNED AND OPERATED by St. Paul Dispatch-Pioneer Press The Minneapolis Tribune

when WLW began operating with 500 kw. though it was not so serious because WOR then operated with 5,000 watts. With the tenfold increase for both stations the ratio of signal remained approximately constant, he declared..

Asked about complaints received on interference from WLW-WOR operations, Mr. Ring said he had two sources of information, reports submitted by WLW and communications received direct by the FCC. The WLW reports, since it began operation with 500 kw., showed 143,517 letters praising the 500 kw. operation and eight complaints. The FCC files revealed 24 complaints of interference with other stations and 12 letters of praise. He said that only six or eight of these letters of complaint received by the FCC referred to WOR. Mr. Patrick observed that WOR received notice of the hearings but made no appearance.

Mr. Ring said that the order of interference occasioned in the secondary area of WOR and WLW was of a character expected under the circumstances.

Patrick Presents WLW Rebuttal Case

Presenting his rebuttal case, Mr. Patrick first recalled WLW Engineer Branch. He produced exhibits showing the average monthly figures on the three Kennedy-owned stations, WCHS, WBLK and WPAR, based on FCC records. In general these figures showed that WCHS had an average monthly net income over talent expenditures and expenditures for "all other purposes" of approximately $1,450 while the latter two stations showed no profit figures.

Mr. Shouse was recalled primarily in connection with rebuttal to the Kennedy testimony. He explained that the *Lum & Abner* program sponsored by Horlick's Malted Milk Co., to which reference had been made by Mr. Kennedy, was terminated Feb. 25 on WLW and that inquiry at its agency, Benton & Bowles, disclosed the account was going off the air and that the talent was bought by General Foods and was to be placed on a CBS network program so there was no way of WLW procuring it.

In connection with the clearance of that time, he said WLW received an inquiry about the Boake Carter schedule for General Foods. Benton & Bowles, he said, because of the daylight saving time situation, apparently desired to use the *Lum & Abner* time for the Midwestern area, since the eastern broadcast at about 4:30, was too early for Midwestern listeners. The program never was placed, however, he said, and instead the time was contracted for by Sinclair Oil Co. for Paul Sullivan, news commentator. He declared his understanding was that the proposed Boake Carter placement on WLW had nothing to do with the coverage factor but related purely to the time situation. Since that incident, he said, he understood the Boake Carter program has again been cancelled, as of Aug. 26, because of the question of time. The controverted Red Top beer program again was taken up by Mr. Shouse. He said that the account has been on the air since 1933; that in the spring of 1935 WLW carried one announcement a day for a brief period and it was not until the last spring that the station was able to get any substantial business. This schedule ran for 16 weeks and was a live talent studio program. The account has been used on an average of from 20 to 40 stations per year, mainly during the summer months, he said.

He explained that WLW allowed rebroadcasts of its programs under certain conditions, requiring permission from the station. No network rebroadcasts are permitted. He explained, however, that the station does not act as the agent for stations rebroadcasting the programs and if they receive any compensation they must make the arrangement direct with the advertiser or the agency. He reiterated that WLW had not been advised of the action of the Joseph agency in writing stations on the rebroadcasting and that first notice was when Mr. Kennedy wrote Mr. Crosley on it.

Mr. Shouse explained that some two dozen stations which had been contacted by the Joseph Agency in connection with the WLW rebroadcast of the *Red Top* program had been contacted by him and informed that the Joseph letter had been "written without any knowledge on the part of WLW". Some six or seven of the stations after receipt of this letter asked for permission to rebroadcast in accordance with WLW requirements and were given the authority. He added that no complaints aside from the Kennedy incident, either oral or written, had been received in connection with the broadcast.

The March 3 letter of Mr. Kennedy to Mr. Crosley, in reciting the Red Top incident, brought out that one of the complaints heard in Washington and in Congress against WLW "has been that it was seemingly driving out of business stations in smaller communities as distant as we are from Cincinnati." The letter continued:

"Please do not think I feel this is true. The above threats which apparently practically eliminate us from any Red Top business—business this station and other stations in West Virginia have enjoyed for some time past — gives substance to the claims of those who have been unfriendly to you and your very wholesome public service."

WLW Granted Renewal Of License for 500 kw.; WHO Again Asks Boost

EVEN while the hearings were in progress the FCC on July 28 announced renewal of WLW's regular 50 kw. license and its experimental 500 kw. license from Aug. 1 to Feb. 1, 1939, or for the regular six-month period. The experimental extension was granted "upon the express condition that it is subject to whatever action may be taken by the Commission upon the pending application of this station for renewal or extension of special experimental authority".

On July 16, WHO, Des Moines, one of the dozen applicants for authority to use 500 kw. power regularly, re-filed with the FCC an application for special experimental authorization similar to that of WLW's. WHO had such an application pending prior to the June 6 hearings on rules and regulations, and it had been designated for hearing coincident with the WLW renewal proceeding. It was withdrawn, however, just prior to the June 6 hearings.

While the WLW experimental renewal is not inextricably interwoven with the hearings on the proposed new rules and regulations, it nevertheless has a definite bearing on them. The proposed rules specify flat power of 50 kw. for Class I-A stations, whereas the Clear Channel Group collectively and WLW individually, sought to have it amended to make 50 kw. the minimum, thus opening the way for greater power. The dozen pending applications for authority to use 500 kw. regularly had been designated for hearing by the FCC, but these proceedings were indefinitely postponed pending action on the proposed new rules.

Transcript of Hearings

A COMPLETE transcript report of the June 6-30 allocation hearings before the FCC has been published in book form by the NAB, and the 360-page volume is being distributed at a cost of $25 to non-members. This fee includes a second volume of 420 pages including all official exhibits.

Test For Avalon

BROWN & WILLIAMSON Tobacco Co., Louisville, has started *Going to a Party*, late evening variety show, for a full hour each weeknight on WNEW, New York, for a 13-week test for Avalon cigarettes. BBDO, N. Y., is the agency.

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.
95%
Listen to WDRC!
Dr. Daniel Starch and staff called on families of every income bracket in the large Hartford County. Of all the radio families interviewed, they found 95% in the evening, and 91% in the daytime, listen regularly to WDRC!
BASIC STATION OF COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

KQW SAN JOSE CALIFORNIA
FCC OK's
5000 WATTS
LS
More power to reach one of the best Farm Markets in the United States.
Full Mutual Don Lee Network Schedule
Representatives
John Blair & Company

DO YOU KNOW?
—THAT THE SUN IS FARTHEST FROM THE EARTH IN SUMMER, AND NEAREST IN WINTER?
—THAT STATION WPTF IS THE ONLY NBC STATION WITHIN 125 MILES OF RALEIGH, IN ANY DIRECTION?

WPTF RALEIGH, N.C.
5,000 WATTS-CLEAR CHANNEL
FREE & PETERS, INC., NAT'L REPRESENTATIVES

License for Television Granted Zenith by FCC

ZENITH RADIO Corp., Chicago, last month was authorized by the FCC to install an experimental television station to operate in the ultra-high frequencies (42,000 to 56,000 and 60,000 to 86,000 kc.) with 1,000 watts power unlimited time. Holding the applicant legally, financially and technically qualified to construct the station, the Commission said Zenith has a program of research and experimentation "which indicates reasonable promise of substantial contribution to development of the television broadcast art."

In discussing the desirability of operation of a transmitting station by a receiving set manufacturer, the Commission said it found that the television transmitter and receiver are the two "most intimately related parts of the terminal apparatus in a radio transmission, and that the receiver must have sufficient signal at all times to maintain the operating relation.

"It is not believed that it will be an easy and certain possibility to perfect the design for a radio television receiver except under actual field conditions and tests to ascertain the effect of noise and other disturbances upon the propagating medium on the wide band frequencies."

Toscanini to Tour

ARTURO TOSCANINI will broadcast his first concert of the NBC Symphony Orchestra's second season on Oct. 15. During the year Toscanini will conduct at least 12 broadcasts beside taking the orchestra on tour.

KATE

250 WATTS
1420 KC

The prosperity of Minnesota's dairy farmers is recognized everywhere, resting as it does on our famed cooperative creamery system. And the richest part of Minnesota's dairy region coincides with the primary listening area of KATE. For example, Minnesota's first cooperative creamery was organized less than ten miles north of Albert Lea.

ALBERT LEA BROADCASTING COMPANY
E. L. Hayek, Pres.
Albert Lea, Minn.

Studios in
Albert Lea and Austin
MINNESOTA

John Patt Honored

JOHN F. PATT, vice-president and general manager of WGAR, on July 21 was elected president of the Cleveland Advertising Club, the first time a radio executive has attained that position in the 37 years of the club's history. Mr. Patt has been a member of the club since 1931 and has served as chairman of its entertainment committee. He was elected a trustee in 1936. He directed the presentation of the Ad Club's annual permormance last year and won the commendation of the organization for his work.

Mr. Patt

Television Allocations Are Argued Before FCC

THE future "birth" of television as a public service was discussed before the FCC in an oral argument July 25 on the allocation to services of the ultra-high frequencies between 60,000 kc. and 300,000 kc., slated to become effective next October.

Frank W. Wozencraft, general solicitor for RCA, explained to the Commission that the proposed large allocations to television in the ultra-high spectrum were necessary not only for its development into a public service on a nationwide basis but to establish competition. Raymond N. Beebe, counsel for the International Business Machines Corp., which is seeking ether space for the development of radiotypewriters, contended assignment of 80% of the non-government ultra-high spectrum to television was not justified because television had not proved it was ready for the public. He argued a large allocation to television would block valuable experimentation and operations of essential existing radio services, including the safety uses for shipping and aviation and the development of radiotelegraphy.

LICHTIG & ENGLANDER, agent for motion picture artists in Hollywood, has opened a radio department to represent its movie and radio list and to produce programs. Sam Kerner, formerly with CBS and producer of the *Olson & Johnson* and *Richfield* programs, is in charge. Its first production will be a radio adaptation of P. G. Wodehouse's Jeeves.

WCBS

The Salesway to Central Illinois.

NATIONAL REPS. SEARS AND AYER CHICAGO NEW YORK

SPRINGFIELD ILLINOIS

ASSOCIATED WITH THE ILLINOIS STATE JOURNAL

ILLINOIS
2nd MARKET

RADIO AND SCHOOLS

MORE THAN 75 Northwestern and Chicago University students of broadcasting attended a one-day radio "short course" in the WBBM-CBS Chicago studios July 27. The students are members of the radio classes conducted by Al Crews and Paul Reed of the Northwestern School of Speech, and the classes conducted by Parker Wheatley of the University Broadcasting Council. A 5½ hour program, prepared by Mrs. Lavinia S. Schwartz, WBBM educational director, included talks by Henry Klein, radio director of BBDO; Frank B. Falknor, CBS western division chief engineer; Stan Thompson, WBBM assistant program director; Paul Dowty, WBBM production department; and Urban Johnson, chief of the WBBM sound effects department.

FINAL summer session of the *University Town Meeting*, conducted Friday evenings over NBC-Blue by George V. Denny Jr. as moderator, will be carried from the University of California campus Aug. 5. Previous summer "meetings" were heard from Harvard, the Chautauqua Institution, Northwestern and Denver Universities.

DR. JAMES ROWLAND ANGELL, director of education of NBC and former president of Yale, has accepted membership on the newly organized Council on International Publications headed by President Nicholas Murray Butler and Dr. James T. Shotwell, professor of international relations, of Columbia University.

SYRACUSE University's summer course in radio broadcasting and continuity writing began a series of field trips recently with a visit to WSYR. Studios, however, were not entirely new to the group of teachers and students taking the short course, for Prof. Kenneth G. Bartlett, director of the university's radio activities, holds his daily classes in the university's own new $5,000 studios.

DEEMS TAYLOR, CBS music consultant, addressed New York University's Radio Workshop July 21 on "The Serious Musical Program". On July 26, Paul Whiteman spoke on "The Radio Orchestra".

FIFTEENTH anniversary of the first religious broadcast was celebrated in New York May 23 at a dinner attended by church leaders, including Dr. Harry Emerson Fosdick, Dr. William Hiram Foulkes, Dr. Daniel A. Poling, and Dr. Ralph W. Sockman, who lauded NBC for its work in promoting religious features. Speeches at the event have been published under the title, *The Church in the Sky*, by the Federal Council of Churches of Christ in America.

JACK R. POPPELE, chief engineer of WOR, Newark, was principal speaker July 26 at New York University's Radio Workshop, discussing the origin and assignment of call letters, allocations, various classes of radio service and coverage.

FTC Stipulations

THE Federal Trade Commission has issued a complaint against Devoe & Raynolds Co., New York (paint) for alleged unfair claims about its paint. Stipulations have been signed with the FTC by Standard Brands, New York, for Fleischmann's yeast; First National Television, Kansas City, for television courses; Philco Radio & Television Corp., Philadelphia, and Zenith Radio Corp., Chicago, for price of radio sets.

SEVEN EDUCATIONAL CP's ARE SOUGHT

SEVEN applications for construction permits for noncommercial educational broadcasting stations have been received by the FCC since late January when this new class of high-frequency stations was established. Of the seven applications, one has been granted, two were pending and four had been returned for technical corrections as of July 28.

WBOE, to be operated by the City Board of Education of Cleveland, was granted a construction permit March 30 for operation on 41,500 kc. with 500 watts power, unlimited time. The Cleveland board of education is now seeking a site for the transmitter, but definite plans for construction of the new station have not yet been announced.

Applications were received July 15 from the Board of Education of the City of New York for operation on 41,100 kc., 500 watts unlimited, and The Moody Bible Institute, Chicago, at present operating WMBI, for 41,300 kc., 100 watts unlimited. Applications have been returned to the Minnesota Economic Foundation, Minneapolis, University of Tampa, University of Illinois and Florida Southern College, Lakeland, for revisions.

The FCC has allocated 25 channels in the ultra-high frequency band between 41,000 and 42,000 kc. for assignment to noncommercial educational stations. Power of the stations will range from 100 to 1,000 watts, and they will give purely local service. It is estimated by the FCC that as many as 1,500 stations of this type could be accommodated on the 25 channels.

Script-Writers' Guild

AMERICAN Script-Writers Guild Inc., has been formed in New York, with offices at 303 Lexington Ave. According to Michael Young, vice-president, the Guild was organized to protect its members' ideas, and to protect agencies and broadcasters from suits by "unscrupulous individuals". Officers are: President, Mrs. Mary Derieux, formerly fiction editor of *Delineator;* treasurer, M. H. Avram, formerly of the faculty of New York University; executive vice-president, Michael Young, president of Radio Adv. Corp. of America; vice-president, Irma Hopper, composer and writer; director, Donald Morris-Jones, formerly editor of *Green Book Magazine* and vice-president of Andrew Cone Adv. Agency; director, Frank C. Reilly, president of Frank C. Reilly Electrical Adv. Co.; secretary, Harold Greenwald, attorney.

KDYL

The Most Popular Station
SALT LAKE CITY

National Representative
JOHN BLAIR & CO.

An NBC Station

Landing the Big Ones Isn't Just Luck -- It's Knowing How

Knowing which waters the finny species prefer . . . the right tackle . . . the proper lures . . . and expert handling after the strike . . . all go to make the successful fisherman. He's the man who lands the big ones. ¶ And so it is in influencing radio advertisers and agencies to use time on your station. ¶ Even earlier than usual, spot campaigns are getting under way. Many more are being made ready for fall and winter. Advertisers, agency executives and station representatives tell us it looks like one of the biggest seasons in commercial radio history. ¶ *Broadcasting*, the trade journal of the radio advertising fraternity, offers you a direct and effective channel to your best prospects. ¶ Advertising in its columns is the economical way to tell the story of your audience, your market, your sales successes. ¶ Many of the most progressive and successful broadcasters land numerous Big Ones through consistent advertising in *Broadcasting*.* ¶ Plan your *Broadcasting* campaign today to assure your station of the Bag Limit . . . we'll be pleased to assist you.

* Nearly every national and regional radio advertiser, prospective radio advertiser and advertising agency reads BROADCASTING.

REHEARING IS HELD IN ASHEVILLE CASE

REHEARING on the application of the *Asheville* (N. C.) *Daily News* for a new local broadcast station was held before Examiner George H. Hill July 14, marking the first instance of a decision remanded to the FCC by the U. S. Court of Appeals for the District of Columbia involving "character qualifications".

After the original hearing, the FCC had denied Jan. 26 a license on grounds that Harold H. Thoms, owner of the newspaper, had made admissions in a libel action which were "evidence of lack of that character and qualifications required of a licensee" (BROADCASTING, Feb. 1). Subsequently Mr. Thoms appealed to the court, which remanded the case after questioning the FCC's findings regarding the applicant's character.

At the July 14 hearing Duke M. Patrick, counsel for Mr. Thoms, introduced depositions taken on Mr. Thoms' character, and Mr. Thoms, questioned on the stand by Mr. Patrick and Major A. V. Dalrymple, FCC counsel, reviewed certain parts of the record upon which the FCC's "character findings" were based.

Late News and Personal Notes

WILLIAM E. JACKSON, head of local sales of KDKA, Pittsburgh, is acting manager of KDKA in the place of A. E. Nelson, who on July 25 became sales manager for NBC-Blue. A new manager will be named within a month, according to A. H. Morton, manager of NBC owned stations.

JIM PETERSON, announcer of KVI, Tacoma, has returned from a three month cruise to the East via the Panama Canal and brought back his bride the former Vera Harris of Kansas City. KVI also announces that Mary Louise Wortman, secretary to Mrs. Vernice Boullianne, manager, will wed Charles Curran of Tacoma.

THOMAS J. RILEY, for the last four years with the NBC press and special events departments in New York, has joined WBZ-WBZA, Boston-Springfield, in charge of news and special events for the NBC New England division.

D. E. NORTHAM, in advertising for 30 years has been named assistant to the president in charge of sales and public relations of WHIP-WWAE, Hammond, Ind.

BILL DOLLAR, salesman of WWSW, Pittsburgh, and Mrs. Dollar became the parents of a daughter, Judith Ann, born July 26. Announcers Raymond F. Schneider, second lieutenant, and John F. Kinsel, private, of the WWSW staff, has reported for duty with the Pennsylvania National Guard at Indiantown Gap for two weeks.

A. STRETCH Jr., salesman of WNEW, New York, is the father of a seven-pound girl, Susan, born in July.

BBDO has been appointed by The Cream of Wheat Corp., Minneapolis, to handle its advertising through its Minneapolis office, with John C. Cornelius, vice-president, as account executive.

JOE WILSON, formerly with WMFG, Hibbing, Minn., has joined WCLO, Janesville, Wis. as sports and special events announcer under Homer Hogan new WLCO manager.

LEICESTER H. SHERRILL, who was with BBDO for several years prior to 1928 and who has been with General Foods and Compton Advertising Inc. since that time, has rejoined BBDO as account executive in New York.

LOUIS K. SIDNEY, manager of WHN, New York, has returned to Hollywood after several weeks at the station. Next fall he will again have charge of producing the Maxwell House M-G-M *Good News of 1938* programs, which resume Sept. 1.

E. ANSON THOMAS, member of the sales department of WROK, Rockford, has been named sales manager of KROC, Rochester, Minn. Mr. Thomas is a brother of Lloyd C. Thomas, WROK general manager and head of the Independent Non-Network Station Group.

MANN HOLINER, Lennen & Mitchell radio director, is in New York after nearly a year on the West Coast. He will soon return to produce Woodbury's fall and winter dramatic series.

HAL CHASE Jr., formerly with WOR, Newark, has joined the sales staff of E. V. Brinckerhoff & Co., transcription company.

JACK HOWARD, president of Scripps-Howard Radio Inc., has left for a trip to the West, and will be back at his New York office shortly after Aug. 17.

HARRY H. PACKARD, formerly with CKLW, Windsor-Detroit, and KMMJ, Clay Center, Neb., on July 18 became program director of KFEQ, St. Joseph, Mo. He will also handle farm features.

DIANA BOURBON, Hollywood manager of Ward Wheelock Co., has returned to her west coast offices from Philadelphia where she conferred with executives of the agency on fall plans for Campbell Soup Co. programs.

E. A. BYWORTH, president of Associated Broadcasting Co. Ltd., Montreal, Canada, is in Hollywood on a transcription buying trip.

LES WILYARD, recording engineer of Universal Microphone Co., Inglewood, Cal., is the father of a baby girl, born July 16.

Insecticide in West

JOHNSON, Carvell & Murphy, Los Angeles, distributors of Kellogg's Ant Paste, on Aug. 2 starts a four-week campaign using thrice-weekly participation in *Early Morning News* on 12 California Don Lee network stations; 6 weekly spot announcements on KPO, San Francisco; and daily participation in *Housewives Protective League* and *Sunrise Salute* on KNX, Hollywood. Other California stations will also be added to the list with spot announcements. Firm is currently sponsoring a quarter hour of the *Woman's Magazine* on 2 NBC-Pacific Red network stations (KFI, KPO). Agency is William A. Ingoldsby Co., Los Angeles.

Seeks to Buy KGGC

AUTHORITY to transfer 100% control of the Golden Gate Broadcasting Co., operating KGGC, San Francisco local, to S. H. Patterson, manager of the station and former owner of KVOR, Colorado Springs, is sought in an application announced by the FCC July 27. The purchase price is $30,000. Mr. Patterson sold KVOR to the *Oklahoma City Oklahoman* interests for $80,000 several years ago. Later he applied for a new local station in Cheyenne and a 1,000-watt outlet on 1570 kc. in Denver, but dropped the Denver application. On June 1, 1937, he joined KGGC as manager. The station is now owned chiefly by Rev. Robert J. Craig of Glad Tydings Temple. Its license renewal has been set by the FCC for hearing Sept. 26 on program citations and other matters including Mr. Patterson's present management contract.

Transradio Movie Discs

TRANSRADIO Press Service, through its subsidiary Transradio News Features, is planning a series of quarter-hour transcribed programs recorded on Hollywood film sets during "takes" with principals and directors participating. Discs will be distributed by Transradio to stations subscribing to its news service. Currently, Clete Roberts and Woolpert Kelly of Transradio's Los Angeles staff are preparing a quarter-hour at Hal E. Roach Studios, Hollywood, on the set of "There Goes My Heart," now in production. Transcribed scenes are designed as a news-feature together with exploitation for the production. Transradio has been distributing similar records of New York stage plays.

Radio Appreciation

EARLE HARPER, sports announcer of WNEW, New York, the Newark Bears, International League baseball team whose games Harper broadcasts, and General Mills and Socony-Vacuum, sponsors of the broadcasts, will be honored on Aug. 2 by listeners attending the second annual Radio Appreciation Night at Ruppert Stadium in Newark. Last year 17,000 fans turned out to honor Harper and this year some 25,000 are expected. In addition to the game, which will not be broadcast that evening, WNEW talent will present a post-game show from the field. City and league officials will pay tribute to the broadcasts.

50,000 WATTS
FALL 1938

The JUMBO station in Virginia's major markets!

WRVA RICHMOND Virginia's No. 1 market

PAUL H. RAYMER CO., National Representative: New York, Chicago, Detroit, San Francisco

KGMB HONOLULU
KHBC HILO
First in Coverage
First in Listener Preference
First in Advertising Volume

FRED J. HART, President
San Francisco Office, Californian Hotel
Representatives:
CONQUEST ALLIANCE COMPANY
New York, 515 Madison Ave.
Chicago, 203 N. Wabash
C. P. MacGREGOR
729 S. Western Ave., Hollywood

FOLLOW THE OWL
Is Wheeling Sport, Yielding Many Surprises

WWVA, Wheeling, calls its *Night Owl* program the strongest summer feature it has ever presented. From 11 p. m. to midnight each Thursday, the WWVA mobile unit, with Chief Engineer Glenn Boundy in charge, and Jack Supler, mobile engineer, and George W. Smith, WWVA managing director who conceived the idea assisting, traipses after Dutch Haid, the *Night Owl*, as he rambles over the city, dropping in on parties or talking with pedestrians and autoists.

As the mobile unit rolls down Wheeling streets, *Night Owl* Haid tells listeners just where he is, prompts them to turn on porch lights, so he can stop and visit. At each stop he attempts to get homespun entertainment from the people he visits. Motorists with radios are enthusiastic fans, following the mobile unit through the streets with their sets turned on, listening and watching.

Typical is a visit to Martins Ferry, O., during which the *Night Owl* came upon a juvenile orchestra homeward-bound from practice. He got them to uncase their instruments and give an impromptu serenade. Shortly a large crowd gathered and a Big Apple contest started on the street. Another time he entered a small ice cream establishment, found business slow. He requested through the microphone that people following the mobile unit in cars come in and buy ice cream cones. Within ten minutes, the proprietor had scooped 40 cones.

KMOX Vote Ordered

THE National Labor Relations Board on July 25 ordered an election in the near future among technicians and engineers of CBS stationed at KMOX, St. Louis, to determine if they wish to be represented by American Communications, Associated Broadcast Technicians, or by neither.

AN ELECTRIC storm last month destroyed power lines leading to the WMFF, Plattsburgh, N. Y., and the studio was blanketed in darkness for nearly an hour, and the staff was compelled to present a program by candlelight. With the transmitter two miles from the studio, WMFF stayed on the air throughout the storm.

THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT!

Atlanta listens to WATL Newscasts. Broadcast every hour on the hour Available for sponsorship

WATL ATLANTA

CREW HANDLING the Thursday *Night Owl* feature on WWVA, Wheeling, W. Va., includes (l to r) George W. Smith, WWVA, managing director; Jack Supler, mobile engineer; Dutch Haid, the rambling *Night Owl*, and Glenn Boundy, WWVA chief engineer.

WKAT, Miami Beach, and WGRM, Grenada, Miss., on July 28 were authorized by the FCC to increase their daytime powers to 250 watts.

CAREER BUILDERS
KHJ Series Awards Over 600 Scholarships

AS A PART of its educational program to give under-privileged children an opportunity for advancement, KHJ, Los Angeles, has started a weekly quarter-hour *Career Builders of America*. Judge Irvin Taplin presides and has two guests as aids each week to help in selecting the four most worthy from among eight applicants of 15 years or over for scholarships.

Children making application are given questionnaires which are filled out in advance and checked by Judge Taplin. To date more than 600 scholarships including art, music, dancing, technical and business schools, have been donated to the station for this series which started July 11. Program is approved by the Los Angeles Board of Education, Parent-Teachers associations, Boy Scout executives and other social and educational organizations.

Form New Agency

WEILL & WILKINS Inc., new agency specializing in radio, has opened offices at 247 Park Ave., New York. Principals are Berne W. Wilkins, with 12 years of radio experience including WMCA, WNEW, Yankee Network and WHOM; and Norman I. Weill, program director, writer and scout.

WJBY

GADSDEN, ALA.

. . . intensified coverage of Alabama's SECOND industrial area . . .

COMPLETE Merchandising Service

DRIVE IT HOME WITH WNAX

YANKTON, SOUTH DAKOTA

WNAX will drive your sales message into the homes of over 2,000,000 listeners in South Dakota, North Dakota, Iowa, Minnesota and Nebraska.

WNAX with its clear signal of 570 kc. 5000 watts (L.S.) 1000 watts night has gained the confidence of its listeners and they depend upon WNAX for their merchandise.

WNAX is the largest mail pulling station in this northwest. Drive your sales record to a new high with WNAX.

Representatives • HOWARD H. WILSON CO.
KANSAS CITY • CHICAGO • NEW YORK

MILLERFILM PLANS RECORDING BY FILM

MILLERFILM, a system of recording sound on tape reported to be extensively used by European broadcasters will soon be introduced in this country, according to David D. Chrisman, sales manager of the company, which has more than 100 reproducing machines ready for distribution to stations. Plans of operation have not been completely formulated as yet, but are understood to call for the establishment of a film network, with stations leasing or purchasing the reproducing equipment and the Millerfilm Co. acting as production, distribution and sales agency. Setup is said to be similar to that of the Mutual network, with which Mr. Chrisman was formerly connected as a salesman in New York.

Movie production technique is followed in recording programs on tape, with dramatic and musical sequences being recorded separately and spliced into proper program sequence. Errors made in the process of recording by musicians or actors may likewise be corrected through splicing in a single musical passage or speech and eliminating the necessity of making a completely new recording. This method is said to result in considerable saving in talent and recording costs.

The Miller system was first brought to America by Associated Music Publishers, which tested it thoroughly but relinquished its option at the end of the year in favor of continuing with its present system of wax recording.

RESULTS Prove WMC MEMPHIS SELLS THE MID-SOUTH

Owned and operated by THE COMMERCIAL APPEAL The South's Greatest Newspaper

NBC RED NETWORK

REPRESENTED BY THE BRANHAM COMPANY

The Other Fellow's Viewpoint . . .

An Editorial Idea

EDITOR, BROADCASTING:

When the editor of the *Washington Post*, in a recent commencement address, declared that the true function of a newspaper is not to form public opinion, but to make it open-minded, analytic and critical, he did well; but he did not go far enough. He might have well added that the point of view of a newspaper should be that of the public which it serves, rather than that of the interests by which it is owned or controlled. * * *

In the meantime, the present disregardful policy of most newspapers creates a real opportunity for radio. The public tires of reading daily editorials, headlines, and news treatments which are unsympathetic with its interests and points of view, and would cordially welcome a radio service of complete devotion to the interests and points of view of the public. Such a service might well include not only an impartial, nonpartisan, uncolored, strictly accurate presentation of the news, but *editorial comment* of the same high character. This radio editorial comment could be made quite popular with a considerable group, who would welcome an occasional serious note sandwiched in with entertainment in lighter vein.

Working out the details of such a program would not be difficult. A catchy name for such a radio editorial page would have to be found. "Prize Radio Editorial Comment," or "The Public's Point of View", have occurred to me, but I am sure that a better title than those can be found. Only prize editorials would be used; that is, editorials selected by a small committee of competent people, whose names would be known only to the radio management. Teachers in schools and colleges might be induced to serve on this committee without compensation, as the editorials submitted by the local public would be a very valuable laboratory for the study of English composition by classes in that subject.

Every editorial submitted would have to be accompanied by the name of the author. The fact that the only editorials used would be prize editorials selected by a committee of award, would probably maintain an interest that would supply all the editorial material needed. The radio presentation of all editorials would be accompanied by the name of the author. As a part of this editorial program, certain recognized rules of technique for good writing could be featured. This program could thereby be made a pattern of good writing, satisfying at the same time a public demand for independent, unsubsidized editorial comment on the world of events.

The plan can probably be carried out with little, if any, expense, but even if it was found to involve some expense, the results would justify it.

A. W. MCALISTER,
Chairman, Board of Directors,
Pilot Life Insurance Co.,
Greensboro, N. C.

Cities of 100,000

EDITOR, BROADCASTING:

In regard to the box published in your July 15 issue, stating that seven cities of more than 100,000 population are without full-time radio stations, I desire to point out that while technically New Haven is without a full-time station, two full-time stations, namely WICC and WBRY, have studios in that city and do a good job of coverage as well.

There are several cities around Boston, such as Cambridge which has a population of over 100,000, and has no station, either studio or transmitter, located in that city, but it is adequately covered by many stations in Boston.

New Haven, to at least a certain extent, is on the same basis.

JOHN SHEPARD, 3d.
President, Yankee Network
Boston, July 25.

Editor's Note: The item referred to was based on testimony given the FCC at the hearings on proposed new rules and regulations for broadcasting by Andrew D. Ring, assistant chief engineer, who said seven cities of more than 100,000 population are without full time radio stations.

WGVA Starts Sept. 13

WITH the FCC's decision July 28 authorizing assignment of construction permit from Glenn Van Auken to Indiana Broadcasting Corp., the new WGVA, 1,000-watt daytime outlet on 1050 kc. authorized in Indianapolis last year by the FCC, expects to be ready for opening Sept. 13. RCA equipment is being installed and arrangements have been made to rent the old tower of WIRE. Studios will be in the Indianapolis Athletic Club. Mr. Van Auken, an attorney, is sole owner of the new corporation.

When You Move . . .
make sure BROADCASTING is going to move in with you

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Report Any Change in Your Address at Once to
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"A Blind Spot" for All Outside Stations—

IF you want to Cover Rich Central Pennsylvania

You *MUST* Use

WFBG

Altoona • Pa.

in the CONTROL ROOM

HAROLD V. FLOOD and Robert M. Ward have been added to NBC's studio engineering staff in Radio City; George F. Anderson has joined the engineering staff as a radio set repair man, and W. H. Trevarthen, formerly with General Electric, Western Electric and Stewart-Warner, has joined the New York maintenance engineering staff, replacing T. D. Christian, transferred to the television staff.

M. S. ADAMS has been promoted from the general engineering staff of NBC western division to field supervisor; F. M. Figgins, to maintenance supervisor, and C. E. Pickett, control relief supervisor.

IRVIN L. FAULKNER, formerly with KOY, Phoenix, KAWM, Gallup, N. M., KCRJ, Jerome, Ariz., and KRQA Santa Fe, N.M., has joined KFEL, Denver, as press operator.

E. W. SANDERS, formerly with RCA Mfg. Co., has joined the FCC field staff at Baltimore as a radio inspector.

JIMMY BATHE, KFWB, Hollywood, technician, ill for 13 weeks, has returned to his duties.

ROBERT GRIFFIN, traffic manager of Universal Microphone Co., Inglewood, Cal., has been granted an FCC ship license, with the call letters WNOZ, for his auxiliary power cruiser *Lana Dot*.

JAMES WEAVER, formerly of WRC, Washington, has joined WCSC, Charleston, S. C.

GEORGE HERRICK, engineer of WINS, New York, married Lillian Campbell in July.

GILBERT McDONALD, control engineer of WOV-WBIL, New York, married Beatrice Elberfeld July 9 at Belmor, N. Y.

DOUGLAS AITCHISON, of CKLW, Windsor-Detroit, married Miss Marie Baes in Windsor July 16.

FRANK RIDGEWAY, formerly of KTHS, Hot Springs, Ark., has joined WTOL, Toledo.

WILLIAM CARBERRY, formerly on the technical staff of KITE, Kansas City, has moved to Los Angeles.

CHESTER RACKLEY, in charge of NBC New York audio facilities, has joined the network's Hollywood staff to conduct experiments in the new studios now being erected.

HENRY HULICK, chief engineer of WPTF, Raleigh, N. C., is the father of a girl, Dorothy Dundee, born July 16.

NEWCOMB WEISENBERGER, formerly chief engineer of KGFW, Kearney, Neb., has joined KMA, Shenandoah, Ia.

KEN CURTIS, of WEEI, Boston, recently married Beth Meeder, of Norfolk, Va.

PAUL KRANTZ has joined the engineering staff of WPEN, Philadelphia.

EUGENE KRAUSE, of WPEN, Philadelphia, is the father of a girl born July 20.

RALPH BARNETT, formerly of WCKY, Cincinnati, has joined WEW, St. Louis.

WILLIAM A. CLARK, recently appointed manager of NBC's technical service staff, is suffering from a fractured thumb, result of a week-end slip.

ROY SOHIDAHL has been named chief engineer of WHLB, Virginia, Minn. Gleason Kistler, recently of WHLB, has joined KFJM, Grand Forks, N. D.

Federal Group Issues New Catalogue Listing 181 Educational Radio Scripts

EDUCATIONAL Radio Script Exchange, clearing house for educational continuities operated through the Federal Radio Educational Committee and the U. S. Office of Education, has published the third edition of its script catalogue, listing 181 radio scripts available to educational groups.

The new catalogue lists 16 complete radio series and a number of miscellaneous scripts. In addition, the Exchange supplies several supplementary aids to production, among them a *Handbook of Sound Effects*, a *Radio Manual* giving suggestions for the preliminary arrangements, general organization, and production of radio programs, and a *Radio Glossary*, which defines common broadcast terms heard during production of a radio program.

In less than two years the Script Exchange has supplied more than 3,000 educational groups and schools and colleges in 42 States with over 130,000 copies of scripts covering a wide range of subjects of proved educational value. About 13,000 copies of the radio manuals and glossaries, along with musical arrangements for local programs have been sent on request, according to the Office of Education.

The Radio Script Exchange was created to further the work of the Federal Radio Education Committee, composed of 40 representatives of the broadcasting industry and educational groups. Commissioner of education John W. Studebaker is chairman of the Committee. Commenting on the use of the Exchange by educators, Commissioner Studebaker, at whose request last January the FCC allocated 25 channels in the ultra-high frequency band for nonprofit education broadcasting, said:

"The primary purposes of the Federal Radio Educational Committee, created by the Federal Communications Commission Dec. 18, 1935, were to work for elimination of controversy and misunderstanding between educators and broadcasters, and to bring about active co-operative efforts between the two groups. As part of one of the projects set up by the Federal Radio Education Committee, the Educational Radio Script Exchange was organized to serve as a central clearing house for radio scripts and production suggestions. By this means educational groups in various parts of the country may exchange materials and experiences, and local educational organizations are helped to become sufficiently adept in radio broadcasting to enable them to secure time on the air and to do a quality of broadcasting which justifies cooperation by the local station."

Among programs for which scripts are available through the Exchange are *Treasures Next Door*, a series of 10 quarter-hours dramatizing literary classics; *Interviews With the Past*, in which six historic celebrities return to be interviewed by high school students; *American Yesterdays*, originally produced by the Pittsburgh, Pa. high schools, sketching the lives of outstanding figures in American history. In the science and industry series are *Epoch Discoveries of the Past* dramatizing discoveries which have revolutionized science and industry; *Have You Heard*, a series dealing with natural science; *Stories of American Industry*, prepared by the Department of Commerce in cooperation with the Office of Education, a 24-chapter chronicle of the history of industry.

For safety education and vocational guidance work, the Script Exchange has available *Safety Musketeers*, suitable for junior and senior high schools, and the *Planning Your Career* series.

Musical Programs

Music by famous orchestras is provided in *Symphony Hall*, originally prepared by WRUF, Gainesville, Fla., which presents in a seven-program series selected recordings of the Minneapolis Symphony, Paul Whiteman's Concert Orchestra, the Chicago Symphony and the London Symphony.

Among other scripts available are *Let Freedom Ring*, a dramatization of civil liberties; *America's Hour of Destiny* and *Treasure Trails*, dramatizing the national parks; and *Christ of the Andes*, one of the chapters dealing with peace from *Brave New World*, the Latin-American "good neighbor" series.

In addition to actual broadcasts over local stations, the Office of Education pointed out, the scripts are used by many schools in "mock broadcasts" over public address systems within the school. Both the scripts and manuals have been used in courses of journalism, speech, and adult classes studying education by radio. Some stations have produced the scripts as noncommercial sustaining programs.

Beside schools and colleges, educational groups using scripts from the Exchange have included dramatic societies, parent-teacher associations, CCC classes, theater guild groups, civic organizations, and production units of radio stations. The programs have been extensively used in Pittsburgh, New York, St. Louis, Wichita, San Jose, Cal., Terre Haute, Ind., Rockford, Ill., East Canton, O., Cleveland and Washington, D. C. Educational institutions in Alaska, Argentina, Australia, Canada, Canal Zone, Cuba, England, Denmark, Newfoundland, Puerto Rico, Virgin Islands, and the Union of South Africa have requested copies of the scripts.

Frank E. Brandt

FRANK E. BRANDT, associate editor of the *Rock Island* (Ill.) *Argus* and radio news commentator on WHBF, Rock Island, died July 19 after a brief illness. Mr. Brandt's *Daily Airetorial* had been broadcast on WHBF since the station affiliated with the *Argus* in 1932. Mr. Brandt worked on several Ohio newspapers as a youth, then studied for the ministry and served under the Chicago diocese of the Trinity Episcopal Church for 20 years. At 50 he resigned the ministry and became a reporter for the former *Chicago Journal*.

THE racing sloop *Revenge*, owned by Blair Walliser, WGN production chief, and Ken Griffin of the WGN dramatic staff, finished eighth in the racing division of the annual Chicago to Mackinac Island yacht race in latter July. Last year *Revenge* was the winner of the race.

RESULTS ASSURED
with
WTOC
SAVANNAH, GA.
CBS Network • 1260 K.C.
Extensive Promotion Department
UNITED PRESS NEWS

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & PETERS

B'GOSH, THEY BOUGHT ALL BUT THE WALLS!

When a Fargo merchant has troubles, they're usually good troubles! His Red River Valley customers spend thirty-three cents of every dollar that goes for retail purchases in all of North Dakota, South Dakota and Minnesota together [minus the counties containing Minneapolis and St. Paul].

That's a heap of business coming from an area that's served by ONE station! WDAY is the station. Would you like the whole story?

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum
FREE and PETERS, INC. NATIONAL REPRESENTATIVES
FARGO N. D.
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

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Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
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ANTENNA & FIELD MEASUREMENTS
STATION LOCATION SURVEYS
National Press Bldg., Wash., D. C.

They Never Miss . . .
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

RCA

WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

ACA Claims Gains

AMERICAN Communications Association, CIO union covering all branches of the communications industry, has increased its membership 300% in the last year, Mervyn Rathborne, ACA president, told the more than 150 delegates attending the union's fourth annual convention, held in New York, July 18-28. The ACA broadcast division has closed its office and moved into space adjoining ACA national headquarters at 10 Bridge St., New York.

MBS Biscuit Co-Op

UNION BISCUIT Co., St. Louis, is sponsoring KWK's broadcasts of *The Green Hornet*, twice-weekly adventure series on MBS which stations may either carry as sustaining or sell locally. Jell-Well Dessert Co. sponsors the show on four Don Lee stations, thru Lord & Thomas, Los Angeles. Union sponsorship was placed direct.

DAVID SARNOFF, president of RCA, was scheduled to sail Aug. 3 on the *Normandie* for a six-week trip to Europe.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Wanted—Salesman with good record of sales and one who can handle national as well as local business. Midwest 1000-watt station. Write Box A42, BROADCASTING.

Combination man, salesman-announcer. September first. Salary and commission. Experience necessary. Prefer Western man, single, good references. Give complete information first letter. KIUP, Durango, Colorado.

Progressive Midwest station wants capable, experienced operator or chief engineer. Only applicants with commercial broadcast experience will be considered. Prefer young man familiar with RCA equipment with both transmitter and operating experience. Position to be filled at once . . . only applicants who can come for a personal interview will be considered. Starting salary depends upon the individual and his experience. Address all inquiries to Box A59, BROADCASTING Magazine.

Situations Wanted

First class licensed engineer, operator, employed in small station, desires change. Will go anywhere. Box A38, BROADCASTING.

Employed announcer wants change. Will go anywhere. Voice recording on request. Box A56, BROADCASTING.

Operator, 1st class telephone, 2nd class telegraph, 22 w.p.m. on the mill, desires position. Box A41, BROADCASTING.

Need immediate work. Have had 11 years experience in Program Department and as Chief Announcer. Am married, no children. Age 29. Appreciate immediate reply. Box A61, BROADCASTING.

Employed operator wants change. Radiotelephone and radiotelegraph licenses. Experience at sea and in broadcast station since May 1st. Will go anywhere. Box A40, BROADCASTING.

Announcer, continuity and copy writer, fine tenor voice. Broad knowledge of merchandising, advertising and sales promotion. Would like to locate in Middle West area. Box A57 care BROADCASTING.

Experienced commercial man. Now employed. Married. 30 years old. University graduate. Wants permanent position with progressive station. Prefer southwestern or southern state. Box A55, BROADCASTING.

Man acquainted with most radio stations, advertising agencies and many advertisers available in executive or sales capacity. Excellent references. Box A50, BROADCASTING.

Young man with radiotelephone first class license, wants any kind of work in station; short service record. Permanent or temporary; salary not important. Box A49, BROADCASTING.

Man with fourteen years experience as General Manager of a thousand watt station desires to make change to station in need of reorganization. Box A46, BROADCASTING.

Capable young lady qualified for continuity, announcing, dramatic work. B.A. degree, speech major. Also secretarial, research, and journalistic experience. Seeking position continuity or production department. Box A52, BROADCASTING.

Manager successful small operation wants greater opportunity as manager or commercial manager, preferably in Southwest or South. Salary and percentage. Will arrange interview. Box A54, BROADCASTING.

Situations Wanted (Cont'd.)

Announcer, actor and time salesman with wide experience. Skilled in production and programing. Has appeared regularly on major networks. Impressive references. Will go anywhere. Puts opportunity ahead of salary. Box A60, BROADCASTING.

Ambitious, intelligent R.C.A. graduate holding radiophone and radiotelegraph licenses desires operator's position. Inexperienced but well acquainted with all phases of radio communication. Salary and location relatively unimportant. Box A53, BROADCASTING.

Station manager or salesmanager. Excellent 10-year record. Local and national sales ideas and promotion. Successfully built two stations to highly profitable basis. Family man. Splendid references. Western Station. Available September first. Box A48, BROADCASTING.

News by capable, young commentator. Plenty years experience, program direction, announcing special events. Employed desiring change. Stable. Capable. Get details. Voice recording on request. Best references in State. Box A43, BROADCASTING.

Commercial Manager. Capable executive, exceptional record of sales increases local and national fields. Former sales head 50,000 watter, now engaged competitive field wants to do outstanding job for eastern station regardless size. Broad knowledge publicity and promotion. Box A47, BROADCASTING.

Attention — Station owners and managers. A progressive young man with 6 years experience as general, commercial and promotional manager of a regional N.Y.C. station wants the opportunity to show you that he can bring in business and build up your station. Salary secondary. Available for personal interview. Box A58, BROADCASTING.

Experienced announcer age 32, specialty sports. Capable of announcing all major and minor sports. Background: College graduate, participation in 5 sports, 4 years radio experience on 4 well known middle-western stations. Write own continuity. Excellent radio voice. Best references. Will come for audition. Box A44, BROADCASTING.

Station Manager Available

This man can prove his ability by virtue of successful present performance. Agency background prior to station managerial experience has fortified him with complete marketing knowledge from sales promotion, programing, production and writing to *intelligent selling* in local and national field. $6000 and "make-good" bonus. Box A45, BROADCASTING.

Wanted Station

Wanted To Buy

Experienced station operator will buy all or substantial interest, or will lease or manage radio station in good market. Prepared to make sizeable investment. Write full particulars. Box A51, BROADCASTING.

For Rent—Equipment

Approved equipment. RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

TWO CASES MERGED FOR COURT HEARING

U. S. COURT of Appeals for the District of Columbia on July 27 granted the FCC a special appeal in its case against Paul R. Heitmeyer, manager of KLO, Ogden, Utah, and postponed action on the petition of Pottsville Broadcasting Co., Pottsville, Pa., for writs of prohibition and mandamus.

In a per curiam decision noting the similarity of the questions involved, the Court ordered that the Pottsville and Heitmeyer cases be consolidated for hearing. No date for the hearing was set, but since the Court reconvenes again in October, it will be several weeks before further action is taken. Meantime the FCC has agreed to postpone consideration of the several applications involved in the Pottsville case until the court has acted.

Seeking to prohibit the FCC from reopening a case reversed and remanded by the Court, except on a single question of policy, Eliot C. Lovett and Charles D. Drayton, attorneys for the Pottsville Broadcasting Co., applicant for a new daytime station in Pottsville, Pa., sought a "writ of prohibition" against the FCC. [BROADCASTING, July 15]. The FCC, after reversal by the court, sought to consider all three applications for a Pottsville station simultaneously, determining the license grant on a basis of relative merit.

NAB District Meetings

MEMBERS of the NAB headquarters staff will attend district meetings of the NAB whenever possible, under a policy announced July 29 by President Neville Miller. President Miller and Ed Kirby, public relations director, were to attend the District No. 2 meeting at Syracuse Aug. 1. Mr. Kirby planned to attend the District No. 7 meeting in Kansas City Aug. 6. Philip G. Loucks, former NAB managing director and special counsel, also plans to attend as many of these meetings as possible to fulfill a commitment he made before retiring as special counsel several weeks ago.

Nebraskans Elect

L. L. HILLIARD, owner of KGKY, Scottsbluff, Neb., has been elected president of the Nebraska Broadcasters Association. John J. Gillin Jr., WOW, Omaha, was elected vice-president and designated to represent the association in interstate conferences. Other officers are Art Thomas, WJAG, Norfolk, secretary-treasurer; Randy Ryan, KMMJ, Clay Center, director; W. I. LeBarron, KGNF, North Platte, director.

JACOB RUPPERT, New York, starts a musical show on WEAF, New York, Sept. 6, Tuesdays and Fridays, 6-6:35 p. m. Agency is Lennen & Mitchell, New York.

SPARKS-WITHINGTON Co., Jackson, Mich., manufacturers of Sparton radios, has taken out a facsimile license under the Finch Telecommunications Laboratories patents.

BUCHANAN & Co., New York and Chicago agency, on July 28 absorbed L. D. Wertheimer Co., taking about eight from the latter's staff.

Girls vs. Announcers

CLELLAN CARD, announcer of WCCO, Minneapolis, was recently elected honorary president of the *We Chase Radio Announcers* club, an organization of Minneapolis high school girls. Honorary vice-president of WCRA is Cedric Adams, *Minneapolis Star* columnist and WCCO news commentator, with WCCO's Al Harding as sergeant-at-arms, and a WCCO pageboy as honorary vice-president-in-charge-of-entertaining-us-girls-when-the-boy-friends-are-away. Official meeting time of the group is 7 a. m. Saturdays during President Card's *Almanac of the Air* program for Northrup, King & Co.

Testing New KNX

A TEN-DAY equipment test of the new $350,000 KNX, Hollywood, transmitter erected in Columbia Park, Torrance, Cal., by CBS was started July 25 under supervision of James Middlebrooks, engineer in charge of construction. At the end of the test, CBS will apply to the FCC for a permit to conduct program tests for a 30-day period, to be followed by regular service. The 50,000-watt RCA transmitter is one of the most modern and complete in the world, according to Mr. Middlebrooks. With its 510-foot tower, fabricated by International Derrick & Equipment Co., of California, the plant incorporates several new facilities never before used in radio transmission. The structure is of reinforced concrete and built in two adjoining units, each designed to withstand horizontal or vertical shock of almost any force of frequency from sudden earth movement. The buildings stand on a six-inch concrete floor, poured directly on the ground, rather than on the foundation walls built into the ground. The floor foundation is an integral part of the building.

Cairo Conference Report

A REPORT covering the International Telecommunications conferences held at Cairo, Egypt, which began last July 1, was made public July 27 by the State Department. It bore the signature of Senator White (R-Me.), chairman of the American delegation and listed conclusions reached by the conference, including the revised regulations governing international communications of every character. The report was submitted as of June 16 to the State Department.

In Pictures

MONOGRAM Pictures signed the Iowa Network's hillbilly unit, *The Northwesterners*, for another film chore following their work in "Starlight Over Texas," featuring Tex Ritter. Now in Hollywood with Ranny Daly, program director of KSO-KRNT, Des Moines, *The Northwesterners* will delay their return home a few weeks longer, meanwhile broadcasting their Mutual Network program, *Tall Corn Time*, from KHJ, Los Angeles.

STORY OF MOLLE
And How Sales Were Doubled Is Related by NBC

THE STORY of Molle shaving cream, which has more than doubled sales by using radio exclusively for its national advertising during the past four years, is simply and emphatically told in "Stubble, Stubble, Sales Are Double", handsome NBC promotion piece with cover embellished with a face bearing a sandpaper beard.

Stating that Molle's sales for the last half of 1937 were 20% greater than those for the same half of 1936, and that for the first quarter of 1938 they were 39% ahead of the first three months of 1937, the book gives full credit to Parks Johnson and Wally Butterworth and their *Vox Pop* show which Molle's maker, the Cummer Products Co., has sponsored since Oct. 13, 1935, but adds that "the NBC Red network audience deserves credit, too."

In January, 1937, a one-minute announcement devoted to another Cummer product, Energine cleaning fluid, jumped Energine sales 15%, says the book, and their continued increase caused Cummer to give this product its own program, with the result that sales of Energine in the first quarter of 1938 were 26.2% ahead of last year. Reproducing letter from sponsor and agency (Stack-Goble Adv. Agency), the piece closes with the thought that "if it's made to be sold it probably belongs on our air," the "our" referring to the Red network.

Radio Outline Map

for the broadcast advertising world

- 30" x 21½"
- Shows all U. S. and Canadian stations
- Shows number of stations per city
- Outlines and names each county, state, province
- Lists each station by state, city, call letters, frequency, power
- Shows time zones
- Printed on white ledger paper permitting use of ink
- Mailed flat

PRICES:

Single copies, 35c

10 or more, 25c each

10% discount on 50 or more

BROADCASTING
Broadcast Advertising

National Press Bldg.
Washington, D. C.

Insure

Yourself Against Lost Copies of BROADCASTING

Unfortunately, copies of BROADCASTING do get lost. Especially around a busy office—when you need them most. Remember when that happened to you? For insurance against lost, strayed or stolen copies just order one of the new binders, large enough to accommodate every issue for a year. Order a binder today!

$2.50 POSTPAID

Your name in gold 25c extra

Features

- ★ Neat
- ★ Light Weight
- ★ Durable
- ★ Flat Opening
- ★ Snap In
- ★ Snap Out

BROADCASTING
Broadcast Advertising

National Press Bldg.
WASHINGTON, D. C.

CLARK

for

QUALITY

in

ELECTRICAL TRANSCRIPTION PROCESSING!

Quality recordings require *quality* processing. That's why leading transcription manufacturers and radio stations specify CLARK pressings.

For 20 years CLARK has been the standard in electrical transcription and phonograph record processing. Both wax and acetate "masters" get careful skillful supervision. They come out right when CLARK does them.

For *quality* processing—say CLARK.

Clark PHONOGRAPH RECORD CO.

NEWARK · N · J ·

216 HIGH ST.

HUmboldt 2-0880

Studio Notes

ADVERTISING the new book *35,000 Days in Texas*, written by Sam Acheson, of the *Dallas Morning News* staff, WFAA has incorporated the title as slogan in its station breaks: *WFAA, Dallas—radio service of the Dallas Morning News—35,000 Days in Texas.* A history of the *Dallas Morning News* since its beginning in 1842 when Texas was a Republic, the volume was published by Macmillan Company, New York, and was released July 25. On date of release, WFAA broadcasted a 30-minute radio dramatization of the highlights of the book. Ralph Nimmons, WFAA program director, was narrator.

SIXTY entertainers of the WLS *National Barn Dance* will be the opening night grandstand attractions at the Illinois, Wisconsin and Indiana state fairs, and will originate broadcasts direct from the fair grounds. *National Barn Dance* will be carried from the Illinois State Fair, Springfield, Aug. 13; Wisconsin State Fair, Milwaukee, Aug. 20, and the Indiana State Fair, Indianapolis, Sept. 3. The Prairie Farmer *Noon Dinnerbell* program will also be broadcast from the fairs.

HONORING Henry Ford on his 75th birthday, WWJ, Detroit, broadcast the "world's biggest children's party" July 30 from the Coliseum at the Michigan State Fair Grounds. With 8,000 school children participating, Mr. and Mrs. Ford were greeted by the full chorus singing "Happy Birthday to You" and his favorite old-time and patriotic numbers, complete with birthday cake, candles and all.

KRE, Berkeley, Cal., has started construction of its new $22,000 studios and office in Berkeley Aquatic Park. The new plant, adjoining the KRE transmitter on the East Shore Highway, will house two large studios and the general office.

NBC Hollywood employes, headed by Myron Dutton, producer, James Hartzell and George McMenamin of the guest relations department, have organized a Little Theatre group.

WABC, New York, on July 18 started two new early morning news commentators, Ruth Brine, on Tuesdays, Thursdays and Saturdays, and George Perrine, on Mondays, Wednesdays, and Fridays both at 8:30-8:45 a. m.

DRAMATIZING early Canadian history, *What Price Loyalty* will begin its sixth consecutive year Sept. 11 for St. Lawrence Starch Co., Port Credit, Ont., originating on CKOC, Hamilton, Ont. and carried on a network including CBM, Montreal; CBO, Ottawa; CBL, Toronto; CKLW, Windsor.

New! MULTI UNIT Dual Diaphragm CRYSTAL Microphone

For public address and night club installations. Cannot be acoustically overloaded.

See Jobber or Write for Literature

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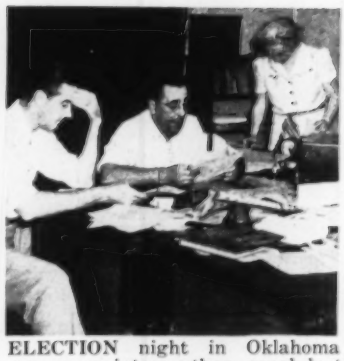


ELECTION night in Oklahoma was more intense than usual last month after President Roosevelt's visit. Here are the crew of KVOO, Tulsa, working in an improvised studio in the *Tulsa Tribune* plant from which they broadcast 6 hours and 45 minutes of bulletins and comments, based on the newspaper's tabulations and AP and INS reports. At left is Jack Mitchell, program director, who alternated with Ken Miller, news editor, seated at microphone. In back is Dorothy McCune, continuity and assistant news editor.

Many Events

WKY, Oklahoma City, enjoyed a fortnight of unusual special events activity in July by: Opening a new Woolworth store; broadcasting direct from the court building the Oklahoma County grand jury findings indicting four members of the city school board; finals of the Arkansas Valley tennis tournament; annual motorboat regatta from Lake Overholser; Max Baer interviewed by Miss Tony Bennett on a visit to Oklahoma City; President Roosevelt's appearance; cosmic ray tests at the city airport under direction of Dr. Robert Millikan, along with returns of the Oklahoma primaries later in the day; air-conditioning show coverage from Skirvin Tower Hotel, with 20 WKY programs direct from the show.

ANDRE KOSTELANETZ, CBS orchestra conductor, touring South America with his bride, Lily Pons, was to broadcast on CBS from Buenos Aires July 31. The program, opening with an address by Alexander W. Weddell, American Ambassador to Argentina, was scheduled for 5-5:30 p. m., with a rebroadcast via an off-the-air recording by W2XE at 7-7:30. This arrangement was made at the request of Kostelanetz, who wanted to compare the quality of the music as it sounded over the air and in the studio.

Two Way Communication

List Price $15 Per Station

Inter-office, remote studios, office to office, house to garage. Hundreds of other uses. Simple to install. Any number of 'phones on same line.

Microphone Division
UNIVERSAL MICROPHONE CO., LTD.,
424 Warren Lane, Inglewood, Calif., U.S.A.

UNITED PRESS, with addition of four new station clients within the last few weeks, now serves 262 stations in 44 states, according to Al Harrison, U. P. radio sales manager. New stations are: KTRI, Sioux City; KDNT, Denton, Tex.; WCOC, Meridian, Miss.; and KFJI, Klamath Falls, Ore.

MOBILE unit of KGKO, Wichita Falls, Tex., went straight into the danger area during the recent floods in the San Saba district, where for a time high water threatened to marooon it, and remained until the crisis passed. KGKO reported tremendous listener interest from its frequent broadcasts direct from the flood area.

SOME 40 radio executives and artists of the San Francisco district were rounded up July 15 by Lloyd E. Yoder, of KPO-KGO, San Francisco, for a 100-mile trek to the famous Salinas Rodeo. Yoder was chairman of the event for the tenth consecutive year. KDON, Monterey, broadcast the roundup and fed it to MBS, with Reed Pollock and Abe Lefton as commentators and Melvin Johnson as engineer.

TO OPEN Portland's third annual "fleet week" July 22, KOIN, Portland, Ore., brought listeners a description of the arrival of the U. S. fleet, with three KOIN announcers stationed at points along the harborfront. Ivan Jones broadcast from atop the administration building of Swan Island airport; Stanley Church, from the Steel Bridge; and Marc Bowman from the harbor sea-wall.

BROADCASTING appeals for fire fighters and giving campfire precautions, CFAR, Flin Flon, Man., has been helping combat the forest fires threatening the district.

A DAIRY publication sponsors a weekly *Dairymen's League News* program on WSYR, Syracuse, with farmers discussing dairy news and general farm information.

NINTH Chicagoland Music Festival, featuring 8,000 musicians from 25 states, will be broadcast Aug. 20, on WGN and Mutual Network, under auspices of Chicago Tribune Charities Inc.

FIVE HOURS after Howard Hughes' globe-circling flight ended, KOCY, Oklahoma City, gave its listeners a dramatization of the air jaunt. Naiph Abedaher produced and directed the show.

WNEW, New York, has started *The Morning Star*, women's variety program, Mondays through Saturdays at 9-10 a. m. Anne Hirst, lovelorn editor of the *New York Post*, and Crystal Mowry, aviatrix and plane builder, have been recent guests.

WBAP, Fort Worth, picked up a quarter-hour broadcast by W. Lee O'Daniel, flour sponsor and candidate for Texas Governor, direct from O'Daniel's old home town, Kingman, Kan., July 20. Announcer Dave Byru made the Kansas trip along with Technical Supervisor R. C. Stinson and the WBAP mobile unit.

YANKEE NETWORK is circulating a 4-page brochure calling attention to award of the *Radio Guide* Medal of Merit to the Network and the Yankee Network Weather Service.

A. S. FOSTER, manager of WEW, St. Louis, will entertain members of the WEW staff and friends at a celebration in the remodeled WEW studios Aug. 15, marking his first anniversary with the station.

HOW GREAT documents have won freedom for oppressed people is told in a new weekly series, *Milestones of Freedom*, a WPA production, on WHN, New York.

MAJ. ROMAN STARZYNSKI, director-general of Polski Radio, the Polish broadcasting system, died after a heart attack at his home near Warsaw July 5.

Don Lee Holds to Policy Of Carrying Film Debuts On a Sustaining Basis

DON LEE Broadcasting System, Los Angeles, the Pacific Coast outlet of Mutual, will continue to carry film premieres and Hollywood additional special events as sustaining broadcasts despite the commercial taint ascribed to them by Harrison Holliway, general manager of KFI-KECA, the NBC-Red and Blue stations in that city, and other southern California radio executives [BROADCASTING, July 15].

Willet Brown, assistant general manager of Don Lee, said the network views such events as of national interest and distinctly in the special events category and thus would carry them at the network's expense. Mr. Holliway recently banned local release of all motion picture previews on a sustaining basis and announced such events would be accepted only as a paid commercial on his stations.

To exploit the forthcoming film, "Men With Wings," Don Lee network, in cooperation with Paramount Pictures Inc., Hollywood, on July 31 started for 13 weeks a weekly half hour dramatic program over the network. Subtitled "Cavalcade of American Aviation", and centered around the historical background of flying the weekly Sunday afternoon program is said to be one of the largest promotional campaigns ever staged by a film company to exploit a picture still in production. Robert Redd, Hollywood writer, is producing as well as writing the series. Paul Mantz, technical advisor and William Wellman, director of the film, are cooperating in the transcontinental radio production.

WSPD Purchases Site

WSPD, Toledo, has purchased a new building to house its station, according to an announcement July 18 by J. Harold Ryan, vice-president and general manager. The property, formerly the office building of the National Supply Co., is a four-story steel, concrete and brick structure. It was not purchased for immediate occupancy but with a view toward the future growth of radio and the eventual necessity of larger space for WSPD, according to Mr. Ryan. The station will remain at its present location in the Commodore Perry Hotel for the immediate future.

"The Crystal Specialists Since 1925"

SCIENTIFIC LOW TEMPERATURE CO-EFFICIENT CRYSTALS

Approved by FCC
Two for $75.00 **$40 Each**

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

Equipment

WOL, Washington, expects to be on the air with its new 1,000-watt transmitter on 1230 kc. by Sept. 1. Work is progressing on the new transmitter house and two 230-foot Blaw-Knox radiators at Chillum, Md., about one mile from the District of Columbia line. Complete new Western Electric equipment is being installed. WOL was recently raised to regional status by FCC grant from its present local status on 1310 kc.

A NEW Blaw-Knox quarter-wave vertical radiator will be installed by WRNL, Richmond, to operate directionally under an FCC decision July 21 authorizing the 500-watt daytime station to increase to 1,000 watts full time on 880 kc.

WREC, Memphis, has asked the FCC for authority to use a 1,000-watt Western Electric transmitter for emergency purposes. It has also started construction of new studios in enlarged quarters in the Peabody Hotel, to be completed early in the autumn.

WDNC, Durham, N. C. recently added a Western Electric remote amplifier to its remote control facilities.

RCA MFG. Co., Camden, has published a bulletin describing its Type 13-D volume indicator, with "four meter speeds, precision accuracy and broad application".

THE automatic power switching equipment recently acquired by WMAQ, Chicago, was installed by Westinghouse E. & M. Co., and not as stated in this column July 15. BROADCASTING regrets the error.

THE new WOCB, 100-watt night and 250 day local on 1210 kc., authorized May 13 by the FCC for construction in Barnstable Township, Mass., has asked the FCC for approval of a transmitter and studio site near Hyannis, Mass. Station will be operated by Harriett M. Alleman and Helen W. MacLellan, Cape Cod realtors.

COMMUNICATIONS PRODUCTS Inc., Jersey City, has issued a new bulletin describing its coaxial power transmission line and its impedance matching apparatus.

NEW QUARTERS, modernistic and completely air-conditioned, will give KGVO, Missoula, Mont., complete production facilities for all types of broadcasts. The studios will be ready for occupancy by Oct. 1, according to Art Mosby, manager of KGVO.

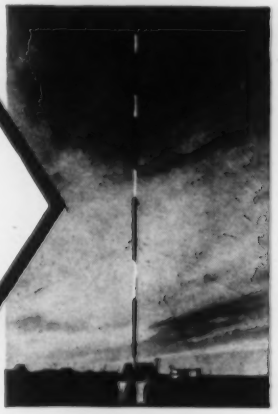
CONTRACTS for radio supplies to be used by Government agencies were awarded during the week ended July 21 to Bendix Radio Corp., Baltimore, radio transmitters, $17,430.30; Allied Phonograph & Record Mfg. Co., Los Angeles, WPA transcriptions and pressings, $34,500 (estimated).

Favor Manual Control

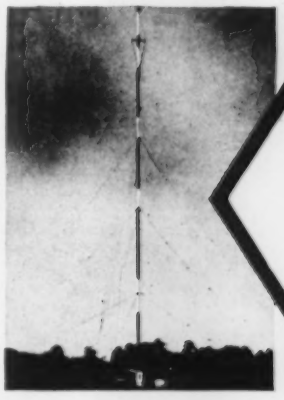
NEBRASKA Broadcasters Assn., at its recent annual meeting in Kearney, Neb., addressed a resolution to U. S. radio manufacturers protesting continued manufacture of pushbutton type radio sets not equipped with manual control facilities. The association declared in the resolution that pushbutton sets limited reception to a small number of stations and asserted that this might "gradually force independent and local stations to discontinue or curtail operation because of lack of sufficient potential audience to interest program sponsors".

THE official designation *Columbia Park* has been voted by the mayor and council of Torrance, Cal., for the 37-acre site there of the new $350,000 transmitter plant of KNX, CBS Hollywood key.

A 2-Step Program for your station:



1. Consider the ECONOMY . . . then look to LINGO—



2. Consider the EFFICIENCY . . . then look to LINGO—

● The most important program for any station—is its own! If you are planning a modernization program, or just "thinking" about installing a new antenna system . . . you cannot afford to overlook Lingo's proven Economy and Efficiency. Lingo Vertical Tubular Steel Radiators have already done their job well. One station engineer recently wrote: "I am satisfied that a more efficient and economical radiator could not be obtained". If YOU want to know before you spend your money, not only what you can expect . . . but what you CAN GET . . . then drop us a line. State frequency, location and power of station and we will give you complete cost and performance charts in advance . . . without obligation.

Free!

"New Standards For Vertical Radiators". Every station manager and engineer will be interested in the amazing Lingo story of efficiency and economy. Write today!

John E. Lingo & Son, Inc. *Dept. B8* **Camden, N. J.**

LINGO VERTICAL TUBULAR STEEL RADIATORS

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

JULY 14 TO JULY 29, INCLUSIVE

Decisions . . .

JULY 14

WILL, Urbana, Ill.—Granted CP increase D to 5 kw.

NEW, Zenith Radio Corp., Chicago—Granted CP television station.

NEW, Kanawha Valley Bcstg. Co., Charleston, W. Va.—Granted CP 1500 kc 100 w unl.

MISCELLANEOUS—NEW, Summit Radio Corp., Akron—Granted rehearing; WPTF, Raleigh, granted extension exp. auth. 5 kw spec.; WNBC, New Britain, Conn., granted mod. CP trans. site, changes antenna, etc.; KRIC, Beaumont, Tex., granted mod. CP change equip. etc.; KFAB, Lincoln, and WBBM, Chicago, granted exp. auth. synchronize; WOR, Newark, granted renewal facsimile; WCLO, Janesville, Wis., granted invol. transfer control to executors of H. H. Bliss, and granted renewal.

SET FOR HEARING—KRLD, Dallas, CP move trans., increase to 50 kw unl.; KFVS, Cape Girardeau, Mo., mod. license spec. to unl., contingent WEBQ grant; KWK, St. Louis, mod. license increase N to 5 kw directional; WBT, Charlotte, CP directional; KFAB, Lincoln, and WBBM, Chicago, CP and mod. license synchronize on 1080, increase KFAB power; KWBG, Hutchinson, Kan., auth. transfer control to John P. Harris.

JULY 19

MISCELLANEOUS — WDAN, Danville, Ill., granted mod. CP. trans. site, radiator; W2XSN, Montclair, N. J., granted mod. CP trans site at Alpine, N. J.; KDYL, Salt Lake City, granted mod. CP extend completion; KDNT, Denton, Tex., granted license for CP 1420 kc 100 w D; WIRE, Indianapolis, granted license for CP aux. trans.; NEW, Radio Enterprises, Hot Springs, Ark., denied continuance and consolidation applic. KTHS to assign license to it, and CP move to Little Rock, etc.; NEW, Colonial Bcstrs., Savannah, Ga., granted postponement oral argument; WREC, Memphis, granted extension temp. auth. 5 kw N to overcome interference.

JULY 21

KLUF, Galveston, Tex.—Granted consent vol. assign. license to KLUF Bcstg. Co.

KIEM, Eureka, Cal.—Granted consent transfer control Redwood Bcstg. Co. to Wm. B. Smullins.

WWL, New Orleans—Granted extension exp. auth. unl. time 850 kc.

WLW, Cincinnati—extension facsimile.

SET FOR HEARING—WOLS, Florence, S. C., mod. license to unl.; WLAW, Lawrence, Mass., CP directional, increase ltd. to LS at KPO; KSEI, Pocatello, Id., CP in docket amended to directional 600 kc 1 kw N; WHK, Cleveland, mod. license to directional N & D, increase D to 5 kw; WJJD, Chicago, renewal applic.; NEW, Coastal Bcstg. Co., Brunswick, Ga., CP 1420 kc 100-250 w unl.

MISCELLANEOUS — NEW, Topeka Bcstg. Assn., Topeka, granted pet. file brief applic. Wm. F. Huffman, Wisconsin Rapids; WABY, Albany, granted pet. join oral argument Tri-City Bcstg. Co., Schenectady; WOKO, Albany, same; KLX, Oakland, motion for bill of particulars applic. Larry Rhine, San Francisco; WRNL, Richmond, Va., granted CP use 1 kw directional unl.; WGBI, Scranton, denied CP 1 kw N; NEW, Kathryn B. Gosselin, Aurora, Ill., denied applic. as in default; WJJD, Chicago, renewal set for hearing as result of complaints about patent medicine advertising; WIRE, Indianapolis, granted extension temp. auth. operate nondirectional; NEW, J. T. Griffin, Oklahoma City, dismissed with prej. applic. CP use KOCY facilities as applicant requested withdrawal of applic; KGW, Portland, Ore., retired to closed files facsimile applic.

JULY 23

MISCELLANEOUS — NEW, Orville W. Lyerla, Herrin, Ill., Commission on own motion continued hearing on applic. CP to 10-11-38; WBNX, New York, denied petition to separate applic. for power increase from that of WMBG; WNOX, Knoxville, denied petition to remand for further hearing applics. South Bend Tribune and King-Trendle Bcstg. Corp., for South Bend and Grand Rapids, respectively.

JULY 26

MISCELLANEOUS—KGCU, Mandan, N. D., granted license for CP change equip.; KLAH, Carlsbad, N. M., granted license for CP increase D to 250 w; KTBS,Shreveport, La., granted license aux. trans.

JULY 27

MISCELLANEOUS — KWJJ, Portland, Ore., granted extension temp. auth. 1040 kc ltd., resume operation 9 p. m. to 3 a. m.; WJAG, Norfolk, Neb., granted temp. auth. 1060 kc 1 kw ltd.

ORAL ARGUMENT — Great Western Bcstg. Co., Omaha 9-22-38; Wm. F. Huffman, Wisconsin Rapids, 9-29-38; Mass. Bcstg. Corp., Boston; Geo. W. Taylor Co., Williamson, W. Va.; Greater Greenwood Bcstg. Sta., Greenwood, S. C., and W. A. Barnette, Greenwood; Pinellas Bcstg. Co., St. Petersburg, Fla.; Peter Goelet, Newburg, N. Y.; C. G. Hill, G. D. Walker and Susan H. Walker, Winston-Salem, N. C., all on 10-6-38.

JULY 28

NEW, Burl Vance Hedrick, Salisbury, N. C.; Piedmont Bcstg. Corp., Salisbury —Burl Vance Hedrick denied CP 1340 kc 1 kw D; Piedmont Bcstg. Corp. granted CP 1500 kc 100-250 w unl.

NEW, Capitol Bcstg. Co., Raleigh, N. C.; WFNC, Fayetteville, N. C.—Capitol Bcstg. Co. granted CP 1210 kc 100-250 w unl.; denied CP 1210 kc 250 w D.

MISCELLANEOUS—WVFW, Brooklyn, granted consent transfer control to Eva L. D'Angelo as trustee for Salvatore D'Angelo; WGRM, Grenada, Miss., granted CP increase to 250 w D; WHO, WSM, WGN granted facsimile extensions; WKAT, Miami Beach, Fla., granted increase D to 250 w; KOB, Albuquerque, N. M., and KEX, Portland, Ore., granted extension auth. simultaneous operation; WGVA, Indianapolis, granted vol. assign. CP to Indiana Bcstg. Corp.; WTIC, KTHS, KRLD, WESG, WBAL, WAPI, KVOO, KWKH, granted extension experimental auth.; WLW, Cincinnati, granted exp. auth. 500 kw directional and license renewed; WCNW, Brooklyn, license further extended pending action on renewal.

SET FOR HEARING—NEW, John T. Alsop Jr., Ocala, Fla., CP 1500 kc 100 w unl.; NEW, Virgil V. Evans, Spartanburg, S. C., CP facsimile; WWL, New Orleans, mod. license to unl.; WGAN, Portland, Me., invol. transfer control to Gannett Pub. Co.; KHSL, KVCV, Redding, Cal., consent transfer control Golden Empire Bcstg. Co. to Roy McClung, Horace E. Thomas, Stanley R. Pratt Jr.; NEW, Pillar of Fire, Zarephath, N. J., CP international station 5 kw unl.; NEW, Clair L. Farrand, New York, CP special emission 1 kw unl.; KFVD, Los Angeles, mod. license to unl.; WJRD, Tuscaloosa, Ala., mod. license to unl.; WHDH, Boston, applic. amended re equip., antenna, increase 1 to 5 kw unl. 60 days; WHJB, Greensburg, Pa., CP amended re trans. site, equip., increase power 250 w to 1 kw unl.; NEW Michael J. Mingo, Tacoma, Wash., CP in docket amended to 1400 kc 250 w unl. directional; WDNC, Durham, N. C., CP move trans. locally, new equip., increase D to 250 w; WILM, Wilmington, Del., CP move trans. site, new radiator, increase to unl.; KFJZ, Fort Worth, CP change 1370 kc 100-250 w to 930 kc 500 w unl.; WHAI, Greenfield, Mass., mod. license D to unl., 100-250 w; WHKC, Columbus, renewal license; WKBN, Youngstown, mod. license 570 to 640 kc, increase to 1 kw unl.; KSD, St. Louis, denied rehearing applic. mod. license; WTBO, Cumberland, Md., denied decision prior to 8-1-38; WBZA, KTBS, KRE, Elwood Warwick Lippincott, Bend Bulletin, Louisville Times Co., denied petitions rehearings; WOAI, San Antonio, reconsidered and vacated action of 8-18-37 dismissing petitions of Southland Industries Inc. and Voice of Greenville for rehearing in No. 3758 and 3242; denied rehearing; denied motion to dismiss filed by Hunt Bcstg. Assn.

JULY 29

KAST, Astoria, Ore.—Granted CP modify trans., new antenna, etc. change 1370 kc 100 w D to 1200 kc 100-250 w unl.

NEW, Four Lakes Bcstg. Co., Madison, Wis.—Applic. denied as in default.

NEW, El Paso Bcstg. Co., El Paso, Tex.; NEW, World Pub. Co., Tulsa.; KGKL, San Angelo, Tex.; NEW, Tribune Co., Tampa, Fla.—Commission denied in all cases the applications: El Paso Bcstg. Co. for CP 940 kc 1 kw unl.; World Pub. Co., CP 940 kc 1-5 kw unl.; KGKL, change 1370 kc 100-250 w to 940 kc 1-5 kw; Tribune Co., CP 940 kc 1-5 kw.

WKBZ, Muskegon, Mich.—Granted auth. voluntarily assign license to Ashbacker Radio Corp.

NEW, Richard M. Casto, Johnson City, Tenn.; Johnson City Bcstg. Co., same; Knoxville Journal Bcstg Co., Knoxville—Richard M. Casto and Knoxville Journal Bcstg. Co. denied CP's 1200 kc 100-250 w; Johnson City Bcstg. Co. granted CP 1200 kc 100-250 w.

KFEL, Denver, broadcast a commercial in July from Berthoud Pass, which it calls the highest point on any transcontinental highway. Following a program fed to Mutual to celebrate completion of hard-surfacing of Route 40, Bill Welsh broadcast recreation of a Yankee-Red Sox ball game from his snowy perch, 11,315 feet above sea, level for Kellogg Co. He spoke 105 minutes from this tent. With him were Frank Bishop and Mark Crandall. KFEL claims it was the highest point of origination for any commercial broadcast. BUT—

KGW, Portland, Ore., went all the way to the top of Mount Hood, 11,253 feet above sea level to feed NBC-Red a program covering the annual climb of a local American Legion post. Here are Bob Thomlinson (left) and Rusty Fowler at the summit house.

Examiners' Reports . . .

NEW, Vancouver Radio Corp., Vancouver, Wash.—Examiner Bramhall recommended (I-682) that applic. CP 880 kc 250 w D.

NEW, Nathan Frank, New Bern, N. C; NEW, J. J. White d/b Greenville Bcstg. Co., Greenville, N. C.—Examiner Seward recommended (I-684) that applic. Nathan Frank CP 1500 kc 100 w unl. be granted; that applic. J. J. White CP 1500 kc 250 w D be denied.

NEW, Anne Ja Levine, Palm Springs, Cal.—Examiner Hyde recommended (I-685) that applic. CP 1370 kc 100-250 w unl. be dismissed with prejudice.

NEW, State Broadcasting Corp., Gretna, La. — Examiner Berry recommended (I-686) that applic. CP 1370 kc 100-250 w spec. be denied.

KIDO, Boise, Id.—Examiner Hyde recommended (I-687) that applic. mod. CP extend completion date be dismissed with prejudice.

NEW, Kammeraad-Smith Bcstg. Co., Holland, Mich.—Examiner Seward recommended (I-690) that applic. CP 1200 kc 100 w spec. be dismissed with prejudice.

WDAE, Tampa, Fla.—Examiner Arnold recommended (I-692) that applic. change 1220 to 780 kc be granted.

Applications . . .

JULY 15

WBRY, Waterbury, Conn.—Auth. transfer control of corp. from W. J. Pape to W. J. Pape & Co., 200 shares common stock; auth. transfer control of corp. from E. R. Stevenson, Caroline D. Benjamin, James H. Darcey, Waterbury Trust Co., trustee for F. T. Holmes, Waterbury Foundation, to Wm. J. Pape, Wm. B. Pape, Eric Pape and J. Warren Upson, voting trustees.

WCOU, Lewiston, Me.—Mod. CP re antenna, new trans., trans. site.

WFAS, White Plains, N. Y.—Mod. license re hours.

NEW, Board of Education, New York—CP educational high-freq. station.

NEW, Moody Bible Institute, Chicago—CP educational high-freq. station.

JULY 19

WNYC, New York—CP vert. antenna, new 1 kw trans. for auxiliary use.

WMSD, Sheffield, Ala.—Mod. license move to Muscle Shoals, Ala.

KVOO, Tulsa — Extension exp. auth. 1140 kc 25 kw unl. directional N.

WREC, Memphis—CP 1 kw WE trans. for emergency use.

WHO, Des Moines—Exp. auth. new equip., increase 50 to 500 kw.

KYSM, Mankato, Minn.—License for CP as mod. new station.

KTRI, Sioux City, Ia.—Same.

KVRS, Rock Springs, Wyo.—Same.

KGVO, Missoula, Mont.—License for CP increase D power.

JULY 21

WCAO, Baltimore—CP change trans.

WMBC, Detroit—CP change 1420 kc 100-250 w to 600 kc 250 w, move trans.

KALB, Alexandria, La.—Auth. transfer control to Wm. F. Cotton.

WSAU, Wausau, Wis.—License for CP increase D to 250 w.

WGN, Chicago—Extension facsimile.

WJAR, Providence—CP increase N to 5 kw directional.

WOCB, Barnstable Twp., Mass.—Mod. CP new station re trans., antenna etc.

NBC, New York—Extension auth. transmit recorded programs to Canada.

KDKA, Pittsburgh — License for CP change equip.

WMSD, Sheffield, Ala.—Auth. transfer control to W. M. Liddon.

WSJS, Winston-Salem, N. C.—CP new trans., antenna, increase to 100-250 w, move trans.

NEW, M. C. Reese, Phoenix, Ariz.—CP 1500 kc 100-250 w unl., amended to 1200 kc.

JULY 28

NEW, John F. Nolan, Steubenville, O.—CP 1310 kc 100 w D.

NEW, Bowling Green Bcstg. Co., Bowling Green, Ky.—CP 1310 kc 100-250 w unl.

WPEN, Philadelphia — Auth. transfer control to Arde Bulova.

WIBW, Topeka—Mod. CP new trans., change antenna, for approval trans. site.

KGGC, San Francisco—Vol. assign license and CP Golden Gate Bcstg. Co. to Golden Gate Bcstg. Corp.

Radio-Press Equality

THAT radio reporters in foreign lands should receive the same facilities as newspaper correspondents, was recommended recently by a special League of Nations committee designated to report on the use of broadcasting in the interests of peace. Included on the committee were Dr. Max Jordan, Central European representative of NBC; Edward Murrow, CBS European director; A. R. Burrows, secretary-general of the International Broadcasting Union; Prof. John Whitten of Princeton, director of the Geneva Research Center, and Sir Alfred Zimmern of Oxford.

NETWORK ACCOUNTS

(All time EDST unless otherwise specified)

New Business

PEPSODENT Co., Chicago (dentifrice and mouthwash), will sponsor a variety show with Bob Hope on NBC-Red, Tues., 10-10:30 p. m. on an undetermined number of stations. Agency: Lord & Thomas, Chicago.

CONSOLIDATED BAKING Co., New York (Hostess Cake and Wonder Bread), on Oct. 14 starts a variety program on 44 CBS stations, Fri., 7:30-8 p. m. (rebroadcast, 12:30-1 a. m.). Agency: Benton & Bowles, N. Y.

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food), on Sept. 11 will start *Bob Becker's Chats About Dogs* on 19 NBC stations, Sun., 1:45-2 p. m. Agency: Henri, Hurst & McDonald, Chicago.

LIGGETT & MYERS Tobacco Co., New York (Chesterfield cigarettes), on Sept. 20 starts *Burns & Allen* on 97 CBS stations, Fri., 8:30-9 p. m. Agency: Newell-Emmett, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on Sept. 5 starts an unnamed program on 26 NBC-Red stations, Mon. thru Fri., 4:30-4:45 p. m. Agency: Compton Adv., N. Y.

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Club tobacco), on Oct. 1 starts *Vox Pop*, with Parks Johnson and Wally Butterworth, on 27 NBC-Red stations, Sat., 9-9:30 p. m. Agency: Ruthrauff & Ryan, N. Y.

GENERAL FOODS Corp., New York (La France), on Aug. 1 resumes *Mary Margaret McBride* on 38 CBS stations, Mon., Wed., Fri., 12-12:15 p. m. Agency: Young & Rubicam, N. Y.

Renewal Accounts

FORD MOTOR Co., Dearborn, Mich. (automobiles), on Sept. 11 resumes *Ford Sunday Evening Hour* on 87 CBS stations, Sun., 9-10 p. m. Agency: N. W. Ayer & Son, Philadelphia.

WELCH GRAPE JUICE Co., Westfield, N. Y., on Aug. 14 renews *Irene Rich for Welch* for 52 weeks on 47 NBC-Blue stations, Sun., 9:45-10 p. m. (repeat, 11:15-11:30 p. m.). Agency: H. W. Kastor & Sons Adv. Co., Chicago.

STERLING PRODUCTS, Wheeling (Bayer's Aspirin), on Aug. 2 renews for 52 weeks *Second Husband* on 31 CBS stations, Tues., 7:30-8 p. m. Agency: Blackett-Sample-Hummert, N. Y.

Network Changes

CAMPANA SALES Co., Batavia, Ill. (Italian Balm, Dreskin, D.D.D. Coolies), on Sept. 2 shifts *First Nighter* from NBC-Red, Fri., 10-10:30 p. m., to 50 CBS stations, Fri., 8-8:30 p. m. Agency: Aubrey, Moore & Wallace, Chicago.

LADY ESTHER, Chicago (cosmetics), on Sept. 2 shifts *Lady Esther Serenade* on 49 NBC-Red stations from Tues., 8:30-9 p. m., to Fri., 10-10:30 p. m., into period vacated Aug. 26 by Campana Sales Co. *First Nighter*. Agency: Lord & Thomas, Chicago.

CUMMER PRODUCTS Co., Bedford, O. (Energine cleaning fluid), on July 31 replaced *Radio Newsreel* with *Spy Secrets*, dramatic serial, on 23 NBC-Red stations, Sun., 5:30-6 p. m. Agency: Stack-Goble Adv. Agency, Chicago.

Radio in Industry

AFTER a series of heavy rains, WEAN, Providence, sold time to Universal Winding Co., Providence, which broadcast this announcement: "William A. Ruhl, works manager of Universal Winding Company, announces that power has been resumed at the plant and employes should report for work tomorrow, Wednesday morning, July 27. Remember — Employes of the Universal Winding Company report for work tomorrow morning, as power has been resumed at the plant."

General Mills, Chrysler Sponsoring Pro Football

CONTRACTS for sponsorship of professional games in two cities had been reported signed as BROADCASTING went to press. General Mills, Minneapolis, will sponsor Chicago Bears games on WJJD, Chicago, with Jimmy Dudley giving on-the-scene accounts for home games and ticker pickups for games away. Chicago Cardinals games will be sponsored by General Mills on WIND, Gary, with Russ Hodges announcing. The season starts with the Bears-Cardinals evening game Sept. 11.

Chrysler Corp. will sponsor the Detroit Lions on WJR, with Harry Wismer as announcer and Harry Kipke, former Michigan U coach, as commentator. Although the Lions are owned by G. A. Richards, president of WJR, this is the first season that station has been able to clear time for the pro games. A shift in the Fr. Coughlin series will be necessary. Lee Anderson Adv. Co., Detroit, placed the Chrysler account. The motor firm is understood to be interested in pro football in other cities.

THE first permanent American exhibit of television, to be placed in the NBC quarters in Radio City, will be opened early in the autumn, according to O. B. Hanson, NBC chief engineer, who is in charge.

UNION OIL Co., Los Angeles, (petroleum products), on July 25 renamed its weekly Pacific Coast NBC-Red network half-hour program *The 76 Review*, and added Conrad Nagel as commentator, replacing John Nesbitt.

LADY ESTHER Co., on Sept. 2 changes from 8:30 p. m. to 10-10:30 p. m. (EST) on 49 NBC-Red stations. Guy Lombardo's orchestra will replace Wayne King in early October, according to Lord & Thomas.

PACIFIC UNION CONFERENCE, Seventh Day Adventists, Los Angeles (religious), on Aug. 7 adds 4 Arizona Network stations (KOY, KGAR, KSUN, KCRJ) for *The Voice of Prophesy*, now heard on 12 Don Lee California stations, Sun., 9-9:30 a. m. Agency: Lisle Sheldon Adv., Los Angeles.

FOR YOUR NEW STUDIOS—
Choose
—Gates Speech Equipment

Which Everyone Knew Before Anyway

WE DON'T GIVE THINGS AWAY . . .

not when we can avoid it. In fact, we don't give away any more equipment than you give away free commercial programs. Like you, we're in business to make money, honestly and on a fair basis.

Maybe we're peculiar about this. But neither a manufacturer of apparatus nor a broadcasting station can operate very long without profit. We have a selfish motive. We want to stay in business. We want to continue to employ our men. And we want to continue to serve you by supplying you with first class broadcasting equipment.

Have you noticed there's usually a catch when something is given away? If a product is really good it can be sold at a fair price. If there's value in it, there's no need to give it away.

We try to sell at reasonable prices with a fair margin of profit. We try to give the buyer his full money's worth. This isn't altruism. It's good business. We've found we can sell more this way.

You get more for your money from us because we have, a well-equipped research laboratory, a capable engineering department of cooperative branch offices. It costs us something to support them, just as you have to pay for your announcers or your engineers. You could probably let the janitor sign off occasionally in the evenings and save money but it wouldn't be worth it. That's how we feel, too.

So, if you're looking for your full money's worth, if you want good service and friendly cooperation from a live, wide-awake organization—try us. That's all we ask.

AN ADVERTISEMENT OF RCA MANUFACTURING COMPANY, INC.

Merchandising & Promotion

Pigs and Such — New Use for Wheat — Clover — Esso's Splash — Picnicking in Denver

ADVERTISING 7-Up (5c soft drink) and keeping step with Texas political turmoil over the Governor's race, the *Dr. I. Q. Program* over KRLD, Dallas, Wednesdays, elected its own Governor, candidates being chosen from persons attending July 20 performance in a local theater. There were 12 candidates in the race, and during the performance a $10 prize was offered the person in the audience who could name at least 10 of the 12 candidates. Recently the broadcast sponsored a hog-calling contest, prize for which was a little pig. Program is sponsored by 7-Up Bottling Co., Dallas, and is handled by the Gandy Adv. Agency, Dallas.

* * *

KIDO, Boise, Id., has a tieup with Safeway stores by which announcements are exchanged for display in windows and Safeway newspaper advertising. Here is a sample.

* * *

Gadgets Galore!

NATIONAL Inventors Congress, meeting in Cincinnati the week of July 17, was aired daily by WCKY, beginning with a round table discussion between officers of the group July 17, and continuing with daily exclusive afternoon programs on which inventors explained their gadgets, and several evening broadcasts. WCKY installed a special booth at the Congress, displaying products of station advertisers. The broadcasts and display were arranged by Lloyd G. Venard, WCKY sales director, and Mendel Jones, program director.

* * *

A Brochure from WLAP

GRAND OPENING of the new studio of WLAP, Lexington, Ky., was heralded by a 32-page souvenir brochure inviting visitors to look over the new premises in the Radio Bldg. during open house week, June 26-July 2. The publications carried pictures of WLAP personnel and interior shots of the studios, along with congratulatory advertisements by Lexington business houses.

* * *

Millions in Wheat

A CELLOPHANE envelope partially filled with grain was attached to a recent letter from KMOX, St. Louis, which identified the contents as representing "part of the $25,000,000 wheat crop now being harvested in KMOX's primary listening area."

* * *

WEEI in Clover

THE TITLE of a new promotion piece of WEEI, Boston, is "Knee-deep in Clover" which stresses that some 2,000,000 summer visitors are added each year to the station's regular audience.

Shoes for Cinderella

MARION DIXON and Jimmy Barber, merchandising and production managers of KGVO, Missoula, Mont., helped put over a busy *Shoe Week in Missoula* recently. During this annual cooperative sale of the city's shoe stores, shoe dealers sponsored a daily half-hour, *Footwear Frolics*, on KGVO, supplemented by a *Cinderella Search* in which free shoes were given to persons wearing a certain size. Other promotional angles included special shoe style talks on the daily chatter program *This and That*, and incorporation of the station's *Club Calendar of the Air* in the Footwear Frolics variety program.

* * *

Radio Package

NEW design for Kellogg's Wheat Krispies packages follows the theme of *Don Winslow of the Navy*, the company's program on a five-station NBC network in the Midwest. The package front depicts a naval officer and a row of signal flags, while the rear of the box pictures a U. S. battleship with descriptions of the ship's functions. Packages will display various types of ships when the program is expanded in the fall, according to NBC.

* * *

Esso's Flight Parade

THROUGH cooperative efforts of KYW, Philadelphia, and Standard Oil Co. of Pennsylvania, a fleet of Standard Oil tank trucks, decked out in large placards bearing a congratulatory message to Howard Hughes and pictures of the Esso news reporter at the mike, KYW call letters and times of daily broadcasts, moved away on an hour parade through Philadelphia streets as soon as painters had filled in the posters with the exact minute of his plane's arrival in New York.

* * *

Milwaukee Cheer

HEADLINES carrying a cheery note for business, clipped from *The Milwaukee Journal* are pasted in a weekly printed folder, *Headlines That Mean Business!*, published by WTMJ, Milwaukee.

A Taste of Georgia

BUSHEL crates of Georgia's best Elberta peaches for advertising agencies and movies of studio personnel and quarters for small Middle Georgia towns draw favorable comment for WMAZ, Macon. Peaches were sent to 60 agencies over the country, each crate carrying a large cellophane card puffing up WMAZ coverage of the Middle Georgia market. Movies of WMAZ's transmitter, studios and workers are enjoying showings at about 20 theaters within a 60-mile radius of Macon.

* * *

WMT's Baseball Evening

COOPERATING with Cedar Rapids civic organizations in promoting good will and raising funds to support the local baseball club, WMT sponsored an evening of baseball by selling tickets to the game at a special reduced price through the *WMT Baseball Booster Night* recently. Two weeks before the game WMT began a campaign, using radio as the only advertising medium, to sell tickets for the special game. Tickets could be purchased only through WMT advertisers.

* * *

More Fun

FIRST ISSUE of new house organ of WTMJ, Milwaukee, *You Can't Beat Fun*, is dedicated to T. F. Flanagan, president of Penn Tobacco Co. and Ruthrauff & Ryan, sponsor of Johnnie Olson's *Rhythm Rascals* show on WTMJ. The mimeographed piece, carrying sketches of personalities in the show and advertising blurbs for the product, are distributed to WTMJ studio guests and to audiences at personal appearances throughout Wisconsin.

* * *

Summer Prizes

DURING the July-August period WKZO, Kalamazoo, Mich., is running a $2,000 contest for listeners. Ten votes are given for every 10-cent purchase as proved by evidence of purchase. Two programs and a number of spot announcements are heard daily. The campaign has obtained a lot of new business, mostly from advertisers never on the air before.

KLZ's Third Picnic

SOME 25,000 tickets were issued for the Third Annual KLZ Picnic, held at Lakeside Amusement Park near Denver July 31. Through spot announcements giving locations where free admission tickets might be obtained, accounts now on the air received a publicity break by sharing in the ticket distribution. At the picnic, featuring a variety show provided by KLZ staff artists, all youngsters under 12 were given free ice cream and cupcakes.

KLZ is awarding free air trips to the Cheyenne rodeo to the jobber-salesman moving the most Wheaties over a specified period in connection with re-enacted major league baseball games.

* * *

Bills Big Sale

TO TEST listener interest in the General Mills baseball broadcasts of Bill Brown, WHO sports editor, a special Bill Brown Sale of Wheaties and bananas was held in cooperation with Des Moines grocery firms July 14-23. Sportscaster Brown offered autographed baseballs and other baseball equipment to kids sending the largest number of Wheaties box tops. Four-color posters, carrying his portrait and a plug for the special, were distributed to cooperating grocers.

* * *

The Dimes of WWJ

CAPTIONED *39,000 Dimes*, a six-page, four-color sheet recently issued by WWJ, Detroit, shows the response to Ty Tyson's Man-in-the-Street broadcast, sponsored by Lakeside Biscuit Co. The brochure opens to a picture of Announcer Tyson surrounded by a crowd in front of the Fox Theater. With him is Earl Ebi, who plays the role of *Ace Branigan, G-Man of the Air*. Inside are listed other outstanding results of the broadcasts.

* * *

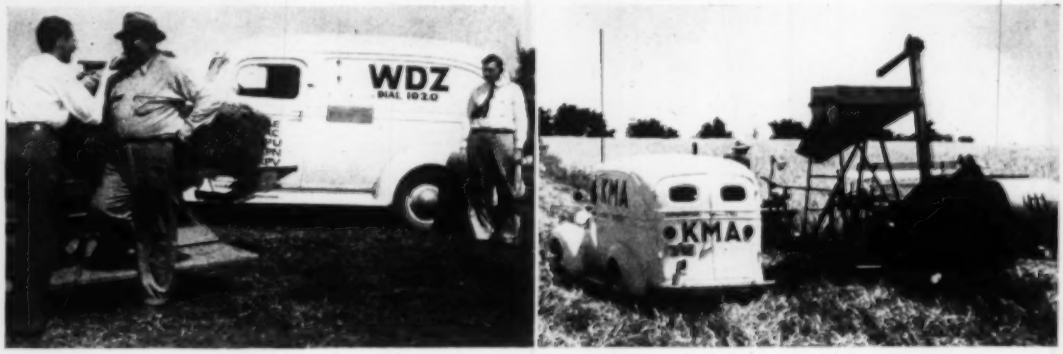
Parties at the Zoo

KRUMM MACARONI Co., Philadelphia, gives youngsters tickets to the zoo for wrappers from its products, the first Zoo Party having been held July 18 in charge of Colonel Bill on WFIL. Newspaper tie-ins were used. The campaign was planned by Richard A. Foley Adv. Agency, Philadelphia.

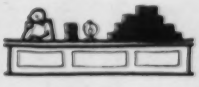
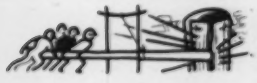
* * *

Pet Recipes

PET MILK SALES Corp., St. Louis (condensed milk) offers a cookbook during its twice-weekly quarter-hour home economics program, *Mary Lee Taylor*, on CBS, with broadcasted recipes.



DOWN ON THE FARMS went the mobile units of WDZ, Tuscola, Ill., and KMA, Shenandoah, Ia., for pick-ups of sponsored programs last month. Clair Hull (left photo), WDZ manager, is shown interviewing an Illinois farmer with Engineer Mark Speis at the right; the occasion was the resumption of the *Farmer on His Farm* programs carried thrice weekly under sponsorship of the John Deere Harvester Dealers of Illinois. In the right photo the KMA relay unit is picking up a broadcast from a harvester in motion for one of the regular weekday programs sponsored by International Harvester Co.

Again, a good radio station in order to be a good advertising medium must do more than merely entertain It must, in the final analysis, entertain a great *many* people and ultimately, of course, it must sell merchandise for its advertisers. Most merchandise is, for better or worse, *still* sold through stores A program on the Nation's Station not only builds **GOODWILL** and sales through consumers but brings to your product strong dealer interest with its consequent preferential display  WLW-land dealers *know* the selling impact  of WLW . . . . 248,700 times since 1931, WLW representatives have called on dealers and shown them personally this part of the story of **WLW** — the Nation's Station.

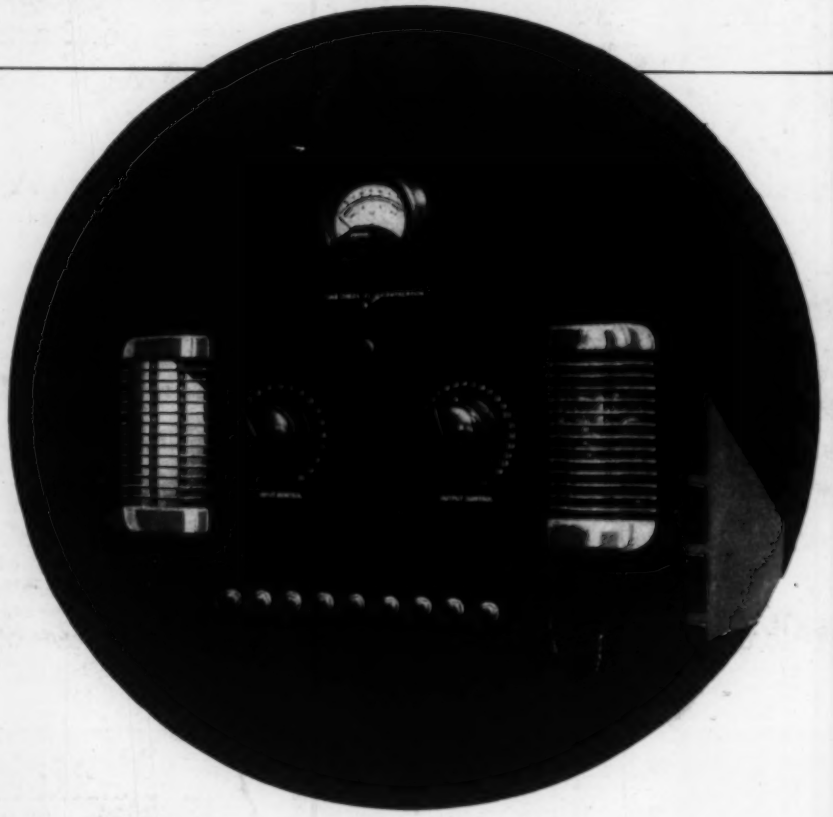
ARE YOU COVERING YOUR SERVICE AREA?
WILL YOUR SIGNAL RIDE OVER SUMMER STATIC?
IS YOUR SIGNAL FREE FROM INTERFERING "WHISTLES"?

Let the RCA 96-A Limiting Amplifier help you answer YES!

IT has been effectively demonstrated that the RCA 96-A Limiting Amplifier will permit you to increase the signal strength by 3 db—about the same thing as doubling the power of your transmitter.

The 96-A enables you to get an increased signal without making your transmission sound distorted. This is because of the return time constant of the instrument—not fast enough to influence audio frequency tones. Its action depends upon vacuum tubes—easily replaced when necessary. It has been carefully engineered and includes many features the engineer will find useful. The price is reasonable, too.

Why not install an RCA Limiting Amplifier now—when maximum signals are needed to overcome summer static. Write the nearest office for complete details.



Be sure of reliable service—use RCA tubes

RCA Broadcast Equipment

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